



The *Otter 501* Facebook page: An evaluation of visitor use over two years

Prepared

for

Sea Studios Foundation

Knight Williams Inc.

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Introduction

In August 2011, nine months prior to the theatrical premiere of *Otter 501*, Sea Studios Foundation launched the *Otter 501* Facebook page in an effort to reach and engage audiences through social media. Initially, Sea Studios organized for Katie Pofahl, the film's human star and narrator, to author posts and respond to visitor comments about the forthcoming film and related topics. Subsequently, with the theatrical premiere of *Otter 501* in May 2012, viewers of the film then had an opportunity to watch the character Katie post updates and respond to comments on her "virtual" Facebook page. Concurrently, during the film's premiere and thereafter, Katie Pofahl, and on occasion other Sea Studios staff, continued managing the online *Otter 501* Facebook page for another year, in this case providing periodic updates on the status of *Otter 501*, posting content on other otter and film-related topics and events, and responding to comments and questions. Sea Studios authored its final posts in April and May 2013, announcing the birth of *Otter 501*'s pup and Katie's departure to a new adventure, respectively.

Sea Studios expected that the project's paired use of Facebook, within the film and online, would open the door to unique opportunities to engage the audience before, during, and after the film and thus drive the engine across the film screen to audience participation by direct interaction in social media. To help the *Otter 501* project team better understand visitors' interactions with the *Otter 501* Facebook page, the independent evaluation team from Knight Williams Inc. collaborated with Sea Studios Foundation to conduct an evaluation that spanned the two year period during which the account was active.

The team's approach involved two separate activities: (i) summarizing the available audience and engagement metrics for the Facebook page, and (ii) conducting a content analysis of the posts placed on the page from the project's inception in August 2011 until the final post provided by the project team in May 2013.

The findings from this work are presented in two parts:

Part 1: Overview of Otter 501 Facebook audience and engagement metrics: This section summarizes the available online audience and engagement metrics for the *Otter 501* Facebook page provided by Insights, Facebook's analytic service, to provide an overview of visitor activity during the two years that the Facebook page was actively maintained.

Part 2: Exploratory content analysis of posts to the Otter 501 Facebook page: This section summarizes the findings from an exploratory content analysis of the posts presented on the *Otter 501* Facebook page over the two year period the Facebook account was maintained, looking both at those authored by Sea Studios Foundation, as well as those by visitors to the page. For additional context, this section also highlights relevant findings from a 2012-13 evaluation of the *Otter 501* film, relating to the extent to which viewers visited the Facebook page prior to seeing the film, and the extent to which they felt motivated to visit the Facebook page after viewing.

Part 1: Overview of *Otter 501* Facebook audience and engagement metrics

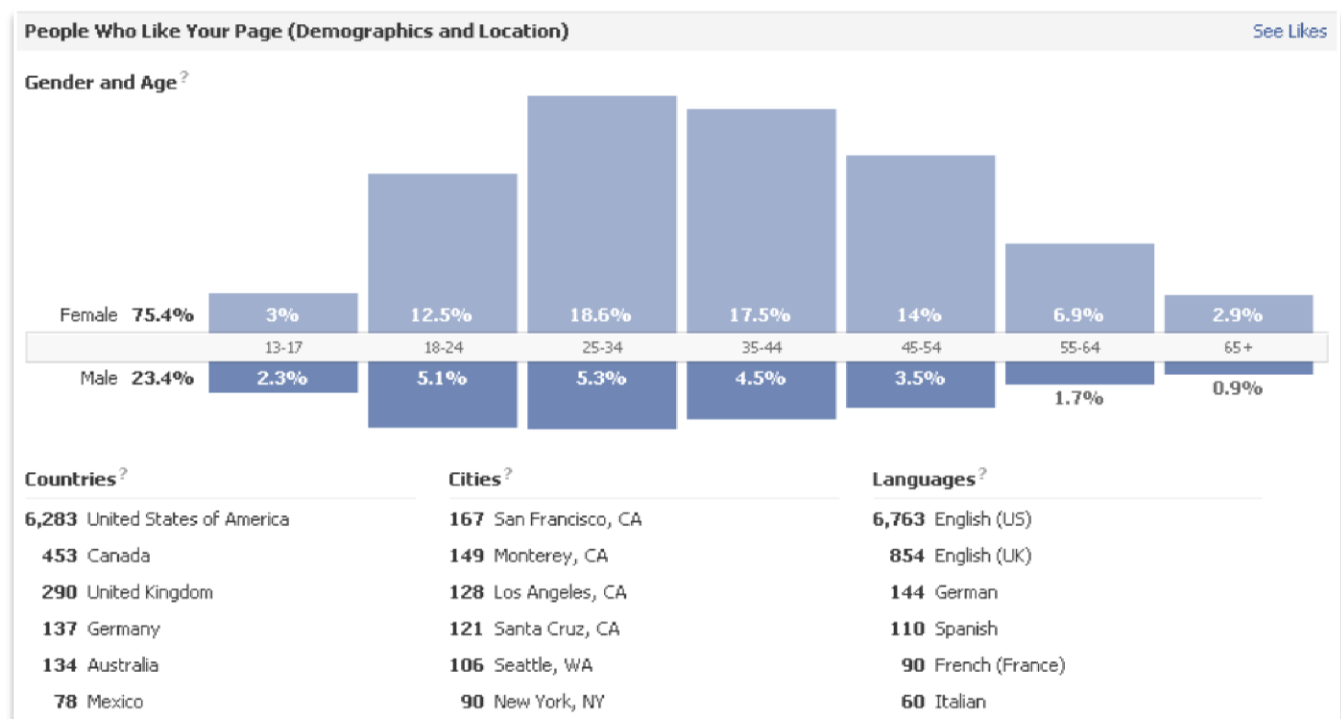
Part 1 begins with background information on the visitors who “liked” the *Otter 501* Facebook page, and then provides a list of the top referring sites, followed by a brief chronological overview of page activity based on data captured through the metrics made available by Facebook’s analytic service, Insights. The findings for Part 1 are organized under three questions, as follows:

- Who “liked” the *Otter 501* Facebook page?
- What were the primary referring sites to the Facebook page?
- What do the audience and engagement metrics reveal about visitors’ use of the Facebook page?

The subsequent section, Part 2, provides a more detailed look at how Sea Studios used the Facebook page to engage and interact with visitors and how these visitors in turn interacted with one another and Sea Studios.

1.1 Who “liked” the *Otter 501* Facebook page?

Over the 22-month period that the *Otter 501* Facebook account was maintained, the page accumulated 8,534 “likes”.¹ The chart below, adapted from Insights, shows the gender and age breakdown of visitors who “liked” the *Otter 501* Facebook page, as well as the most frequent countries, cities, and languages as of the last day Insights data was collected from the page (May 12, 2013).



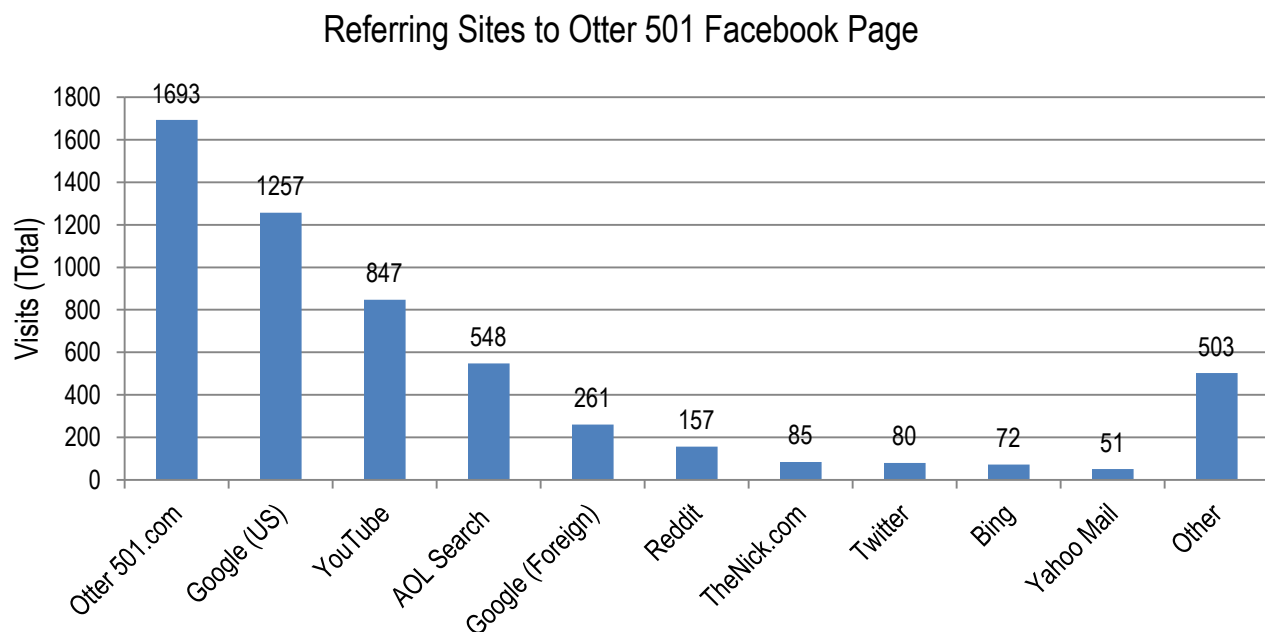
¹ A more recent count of “likes” showed that the number increased from 8,534 in May to 9,241 in August, an increase of nearly a 1000 additional likes within two months. The screenshot on the title page of the report shows the cover of the Facebook page as of August 5, 2013.

The demographic data for “page likes” provided by Insights further indicated that:

- Most of the 8,534 “likes” were by females (75%).
- The majority of likes were by individuals aged 25-34 (24%), 35-44 (22%), 18-24 (18%), and 45-54 (18%). A small number of “likes” were made by individuals 13-17 (6%) and 65 and older (4%).
- Most of the “likes” came from within the US (74%). The remaining likes came from a wide range of countries, including Canada (5%), the UK (3%), Germany (2%), Australia (2%), and Mexico (1%), with all other countries contributing less than 1% each.
- The top four cities where these “likes” originated were all based in California (San Francisco, Monterey, Los Angeles, and Santa Cruz), accounting for 6% of the likes. The next top cities were Seattle, WA, New York, NY, and Chicago, IL, each contributing 1% or less.
- The top language used was English (89%), followed by German (2%), Spanish (1%), and French (1%) with all other languages representing less than 1% each.

1.2 What were the primary referring sites to the Facebook page?

The chart below shows the top ten referring sites to the *Otter 501* Facebook page, accounting for 5554 views as traffic from referring sites.



- The top referring site to the Facebook page was *Otter 501.com*, the film’s website.
- Google searches from US residents brought the second highest number of referrals.
- YouTube also brought a significant amount of traffic, indicating the relative success of the *Otter 501* YouTube videos in drawing attention to the film and the film’s Facebook page.

1.3 What do the audience and engagement metrics reveal about visitors' use of the Facebook page?

This initial analysis of audience interaction with the *Otter 501* Facebook page is based on data provided by Insights, Facebook's analytic service, using six key metrics. Three of these metrics are "engagement" metrics, which deal with how the audience interacts with page content. These include: *Weekly People Talking About This (PTAT)*, *Weekly Engaged Users (EU)*, and *Weekly Total Consumers*. The three remaining metrics are "audience" metrics, which deal with the size of the audience viewing page content. These include: *Total Likes*, *Weekly Total Reach*, and *Weekly Page Views*.

A brief introduction to each of the six metrics is provided below, including the corresponding definitions provided by Insights. One important characteristic of all of these metrics is that they measure "unique users," which means that if the same user performs an action twice, he or she is only counted once. For example, if John Smith "likes" two posts by *Otter 501*, he is still counted only as one *Engaged User*. However, if John and Mike each "like" a post by *Otter 501*, they are counted as two *Engaged Users*.

Explanation of engagement metrics

Weekly People Talking About This

Insights defines *Weekly People Talking About This* as: *The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's timeline, liking, commenting on or sharing one of your Page posts, answering a question you posted, responding to one of your events, mentioning your Page, tagging your Page in a photo or checking in at your location (Unique Users).*

For most events on Facebook a "story" can *potentially* be created, and these stories are what the Facebook user sees on his or her News Feed (the home page of Facebook). In a sense, stories are the basic unit of social activity on Facebook. Stories can include "likes", posts, comments, shares, and most other actions. Facebook uses an algorithm called EdgeRank to determine whether or not a story is actually created, as well as if and where the story appears in a user's newsfeed.

Weekly Engaged Users

Insights defines *Weekly Engage Users* as: *The number of people who engaged with your Page. Engagement includes any click or story created (unique users).*

As a metric, *Engaged Users* is closely tied to *People Talking About This*. While *People Talking About This* is a measure of the stories created, *Engaged Users* is a measure of the potential for stories to be created, plus any other events that do not create stories. Thus, *Engaged Users* includes everything from *People Talking About This* to actions such as viewing pictures or videos, or opening a link.

For example, John Smith posts "I love *Otter 501*" and tags the page. This could create a story:

"John Smith: I love *Otter 501*" (*Otter 501* is tagged in this post)

If John's friend (Mike, for example) clicked "like" on the post, this could create *another* story:

"Mike Jones 'likes' John Smith's status."

If both of these stories are created, both Mike and John now count as *People Talking about This*.

From the previous example, John Smith posts "I love *Otter 501*" and tags the page. This creates a story: "John Smith: I love *Otter 501*" (*Otter 501* is tagged in this post).

Now suppose Mike watches a video posted by *Otter 501*, and a story is *not* created.

Only John counts as *People Talking about This*, because only John created a story.

However, *both John and Mike count as Engaged Users*.

Weekly Total Consumers

Insights defines *Weekly Total Consumers* as: *The number of people who clicked on any of your content. Clicks that create stories are included in "Other Clicks." Stories that are created without clicking on Page content (ex, liking the Page from timeline) are not included (unique users).*

Consumers is another metric, similar to *People Talking About This* and *Engaged Users*, that measures engagement with the audience. *Consumers* measures the number of people who clicked on page content. This does not include actions such as “liking” or commenting (which count under *Engaged Users*), but includes actions such as watching videos or clicking on pictures posted by the page.

Explanation of audience metrics

Total Likes

Insights defines *Total Likes* as: *The total number of people who have liked your Page (unique users).*

When a Facebook user “likes” a page, it is analogous to subscribing to a magazine or newspaper. The user sees stories from the “liked” page in their News Feed. *Total Likes* can be thought of as the total number of people subscribed to the page, or its direct audience.

Weekly Total Reach

Insights defines *Weekly Total Reach* as: *The number of people who have seen any content associated with your Page (unique users).*

Reach is the number of people who have seen any content associated with a page. It is broken down into organic, paid, and viral reach. Organic reach is the number of unique people (both those who “like” your page and those who do not) who saw any content about your Page in their News Feeds, ticker, or on your Page. Paid reach is the number of unique people who saw an ad or Sponsored Story that pointed to your Page. Viral reach is the number of unique people who saw a post from a story published by a friend.

For example:

John “likes” *Otter 501* (again, this is analogous to a subscription), so he sees an *Otter 501* post in his newsfeed. This post has reached John organically.

Mike does not “like” *Otter 501*, but *Otter 501* has paid for a story to appear in Mike’s Sponsored Story column. This is an example of paid reach.

Bob does not “like” *Otter 501*, but he has a friend who shared an *Otter 501* post. Bob sees this post. The post has reached Bob virally.

Weekly Logged-in Page Views

Insights defines *Weekly Logged-in Page Views* as: *Weekly Page Views from users logged into Facebook (Unique Users).* This metric is the number (per week) of unique users who viewed the page. These users must be logged into their Facebook account while viewing the page (as opposed to viewing the page while not logged into any account).

Challenges and limitations of working with Insights

Although useful information was gleaned about the *Otter 501* Facebook page, using Facebook's analytic service, Insights, a number of challenges and limitations were encountered when applying the available metrics to the current project. The main challenges encountered during the analysis are briefly summarized below.²

- At the time the analysis was conducted, exported data was limited to spreadsheets that cover 90 days or less, which is not well suited for projects that need to combine continuous data over a 22 month period, and add tallies with categories that vary from month to month. For example, the list of referring sites varies from month to month, so they can't simply be added, they first have to be lined up in excel. The number of visitors referred from YouTube, for instance, may be in column 10 in one spreadsheet, and column 15 in another.
- The graphs presented for "*Reach*" and "*Talking About This*" within Insights were also limited to 90-day periods, while "*likes*" covers the life of the page. This means that the demographic information that was easy to obtain for "*likes*" (just a simple screenshot) is substantial to obtain for the other categories.
- Time on page is a less valuable metric for Facebook than it is for other websites. For example, a user who leaves the page open for an hour without clicking anything was less engaged (and contributed less to audience growth) than a user who stayed for 15 minutes but shared 3 videos. However, time on page would, in general, still be a useful metric to supplement other metrics.
- Other metrics such as reach demographics would be helpful to be able to include, but the task of combining the spreadsheets may not be cost-effective. In the short term, for someone who is actively managing a page, Insights can probably be a useful tool. For long term analysis of a page, as was the case with this project, the amount of time required to spend on dealing with the program was the bottleneck for the depth of that analysis.

² It is important to note that Insights is a free service and is regularly being updated so some of the challenges encountered in this analysis may no longer apply.

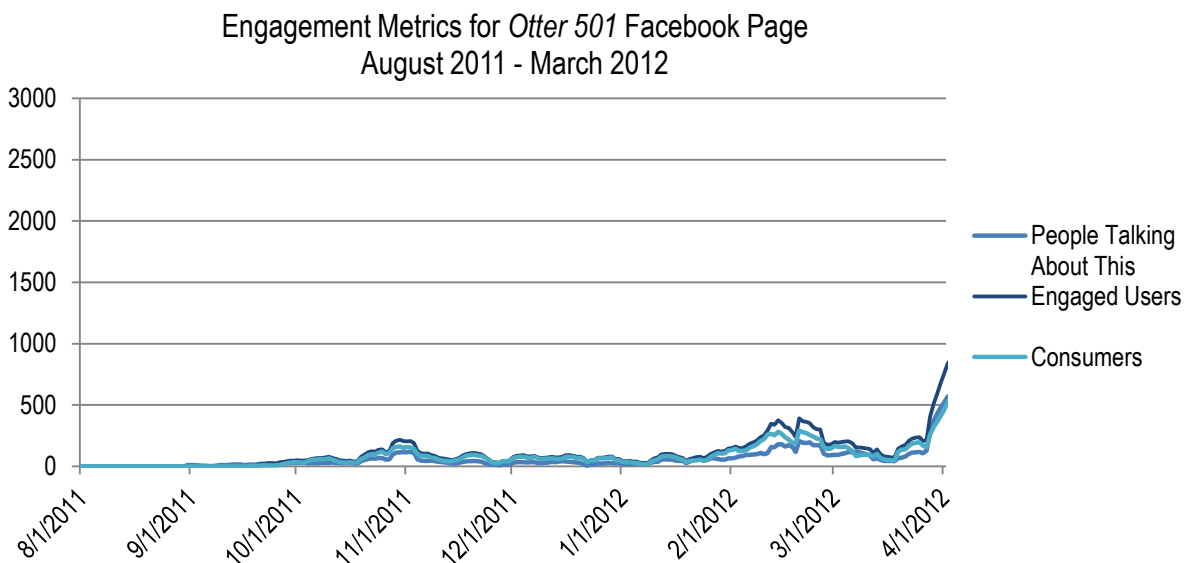
Chronology of Facebook page activity from August 2011 - May 2013

The following chronology incorporates the above engagement and audience metrics to introduce the overall timeline for activity on the Facebook account.³ The chronology covers the period from August 2011 when the Facebook page was launched, through to May 2013, when Sea Studios authored the final post to the page. For ease of interpretation, the chronology is divided into four periods, reflecting the overall nature of the activity that occurred on the page during each period:

- ▶ Period 1 (August 2011-March 2012): Launch and lead up to film premiere
- ▶ Period 2 (April 2012 – June 2012): Film premiere and screening events
- ▶ Period 3 (July 2012 – December 2012): Ongoing follow-up to film and screenings
- ▶ Period 4 (January 2013 – May 2013): Ongoing follow-up to film and closure

Period 1: Launch and lead up to film premiere (August 2011- March 2012)

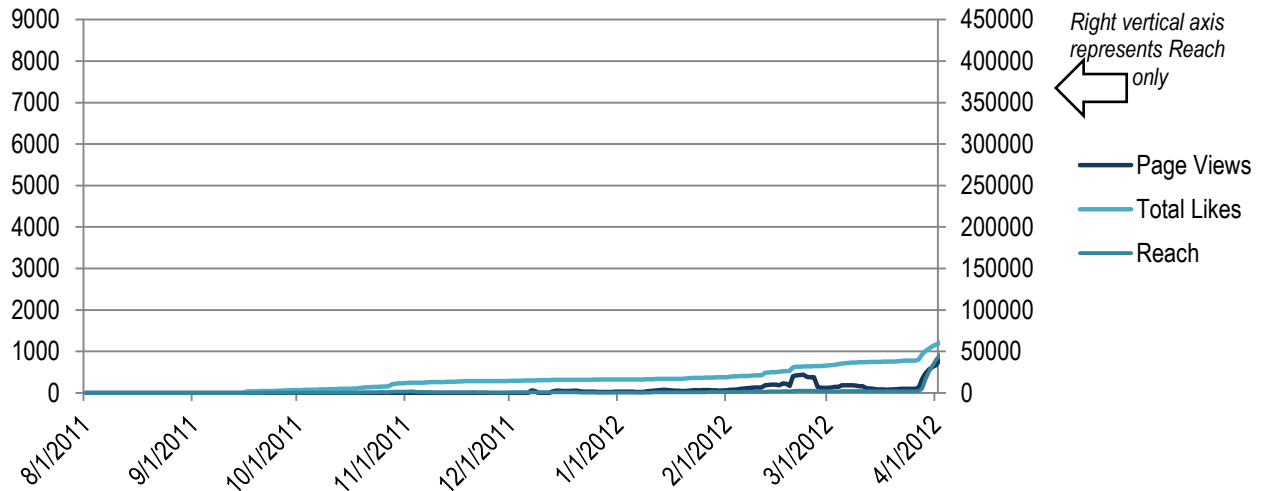
Period 1 included the launch of the Facebook page and the postings that occurred prior to the film's premiere. As indicated in the two graphs below, the engagement and audience metrics for this period showed minimal initial activity. The initial graph for engagement metrics (including *Weekly People Talking About This*, *Weekly Engaged Users*, and *Weekly Total Consumers*) showed some minor activity peaking in early November 2011. The activity decreased, then resumed (still at relatively low levels) in mid-February 2012.



³ All data was taken on a weekly basis (except Total Likes, for which only daily data is available). This was done mainly for the purposes of graph clarity – weekly data shows significant spikes and trends without daily fluctuations that make graphs harder to interpret.

As indicated in the graph below for audience metrics, there was also relatively little activity (in terms of *Page Views*, *Total Likes*, and *Reach*) during this early period following the Facebook launch. At the end of March, *Total*

Audience Metrics for *Otter 501* Facebook Page
August 2011 - March 2012

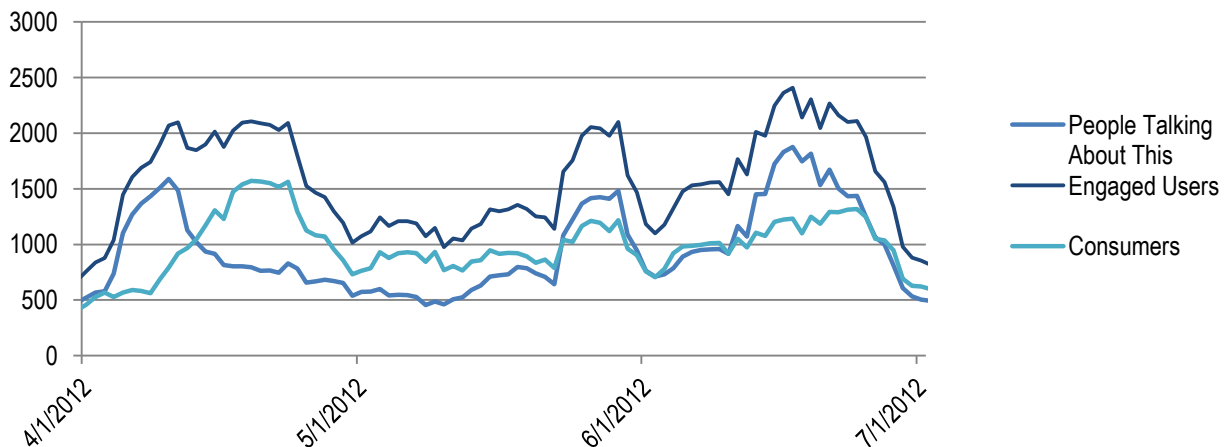


Likes (italicized) reached just over 1000 Facebook users.

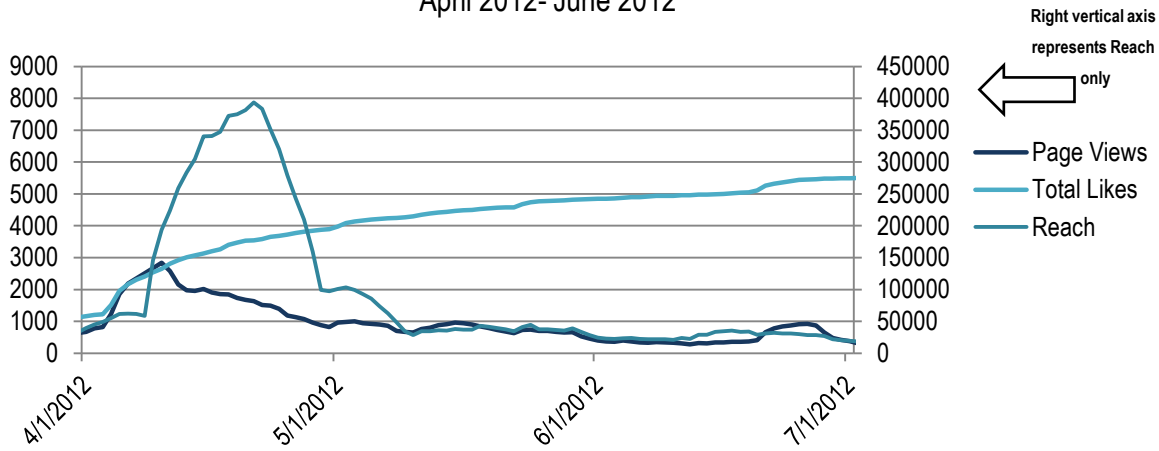
Period 2: Film premiere and screening events (April 2012-June 2012)

Period 2 covers the time frame when the film initially premiered in theaters and was then shown at screening events. As the engagement and audience metrics graphs below indicate, user activity increased rapidly in April 2012, and was sustained through June, with some fluctuation. This period represented the peak of user activity for the *Otter 501* page.

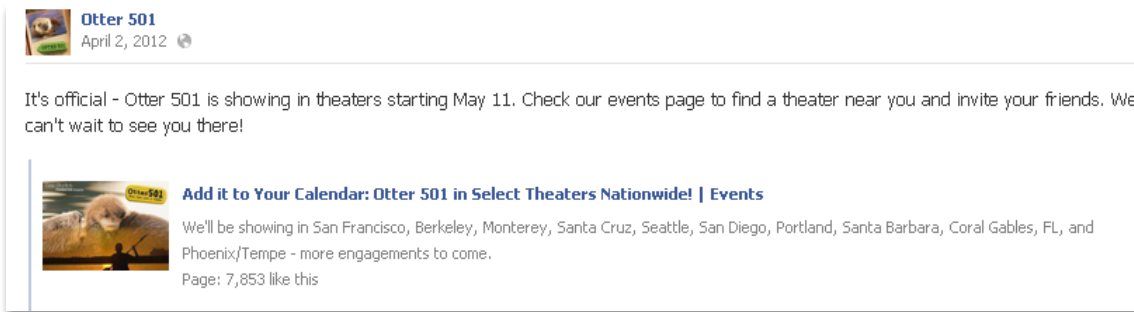
Engagement Metrics for *Otter 501* Facebook page
April 2012- June 2012



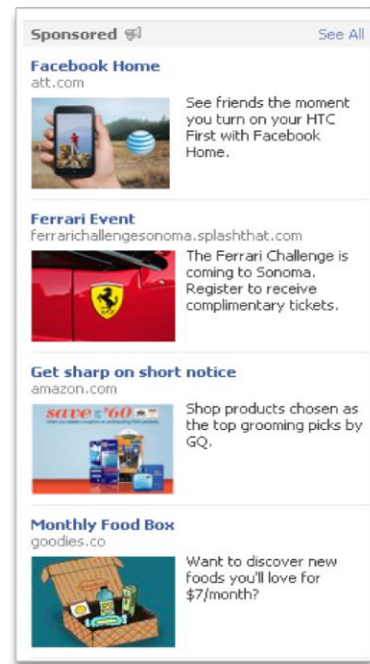
Audience Metrics for *Otter 501* Facebook page April 2012- June 2012



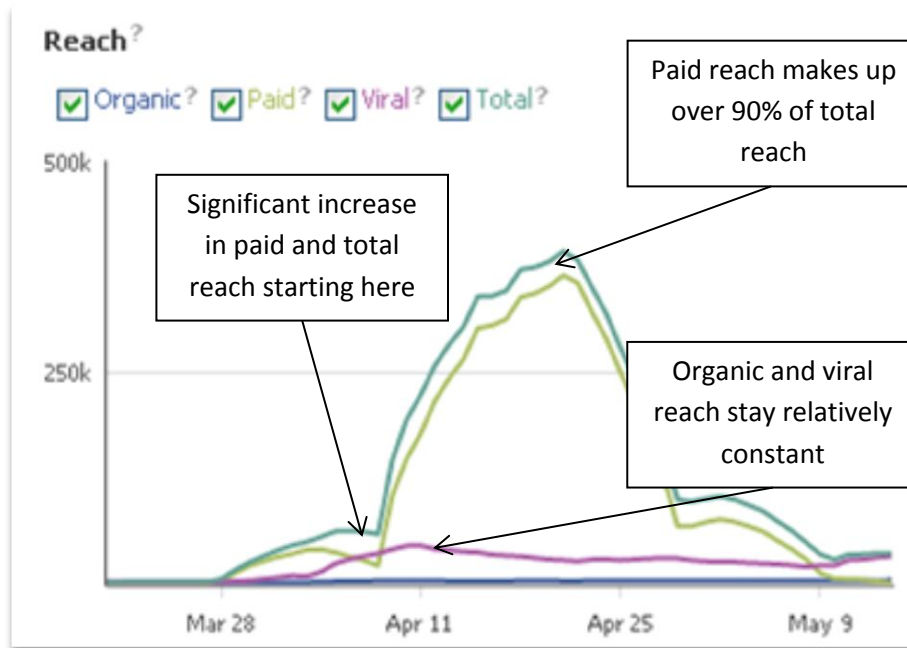
The sharp increase in audience and engagement metrics can be partially attributed to the introduction of the film, and the announcement of nationwide theatrical screenings, as shown in the sample post below, posted April 2.



This period was also the most significant in terms of audience growth. *Weekly Total Reach* increased from under 2000 the week of March 21 to nearly 400,000 the week of April 21. This increase can be attributed to the use of paid advertisements for *Otter 501*, similar to the examples shown to the right.



Reach for Otter 501 Facebook Page March – May 2012



Paid reach was used from the end of March to early May 2012, and had a significant effect on the growth of the *Otter 501* page.

Paid reach creates Sponsored Stories (advertisements), which appear in a bar on the right side of a Facebook user's home screen. An example is shown above right. This brings *Otter 501* posts to a much larger audience, in many cases people who are interested in related topics (FB uses search history among other things to provide relevant ads), but may not have otherwise discovered *Otter 501*.

After this period of advertisement, the three major audience metrics (*Weekly Total Reach*, *Weekly Logged-In Page Views*, and *Daily New Likes*) all declined through May and most of June. In an attempt to further increase audience size, *Otter 501* started "*We Like Wednesday*", telling page users to ask their friends to "like" *Otter 501*. A sample post from May 2012 is shown to the right. On June 13, *We Like Wednesday* became *We Win Wednesday*, and *Otter 501* offered their 5000th fan a kayak adventure with Monterey Bay Kayaks.

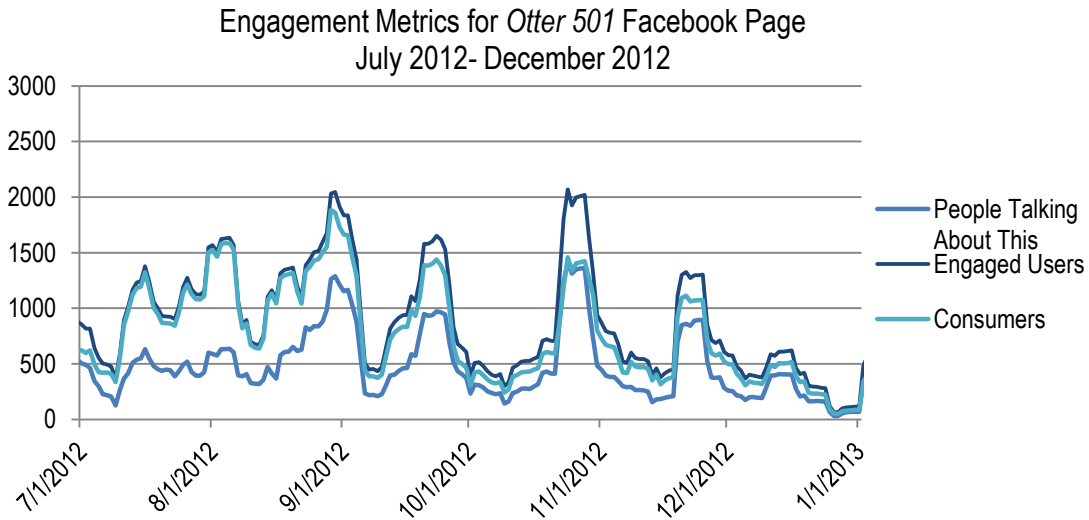
While the three engagement metrics (*Weekly Total Consumers*, *Weekly Engaged Users*, and *Weekly People Talking About This*) all decreased in late April, they increased again in late May (around 5/20). Around 6/1, *Weekly People Talking About This* and *Weekly Engaged Users* reach levels comparable to their April spikes, and *Weekly Total Consumers* reaches about 80% of its April spike.

Overall, April-June 2012 was the most successful period in terms of page growth and user activity.

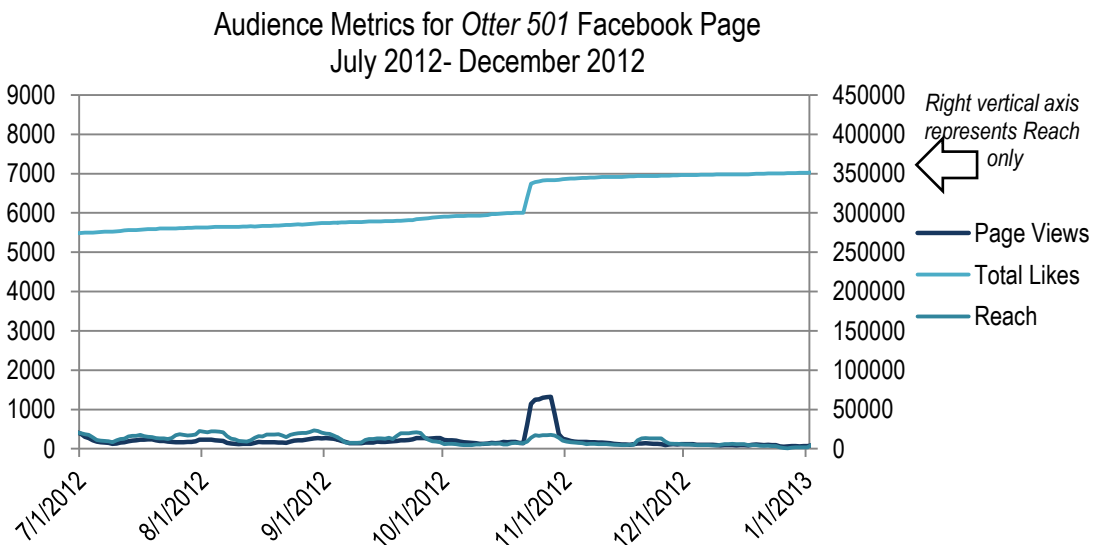


Period 3: Ongoing follow-up to film and screenings (July 2012-December 2012)

July through December of 2012, which was generally characterized by ongoing follow-up to the film and screenings, was a period of fluctuating decline in user activity, and little audience growth. As shown in the graph below, the engagement metrics fluctuated monthly during this period, but show a general decreasing trend from July to December. In late December all three engagement metrics reached their lowest point since March 2012.



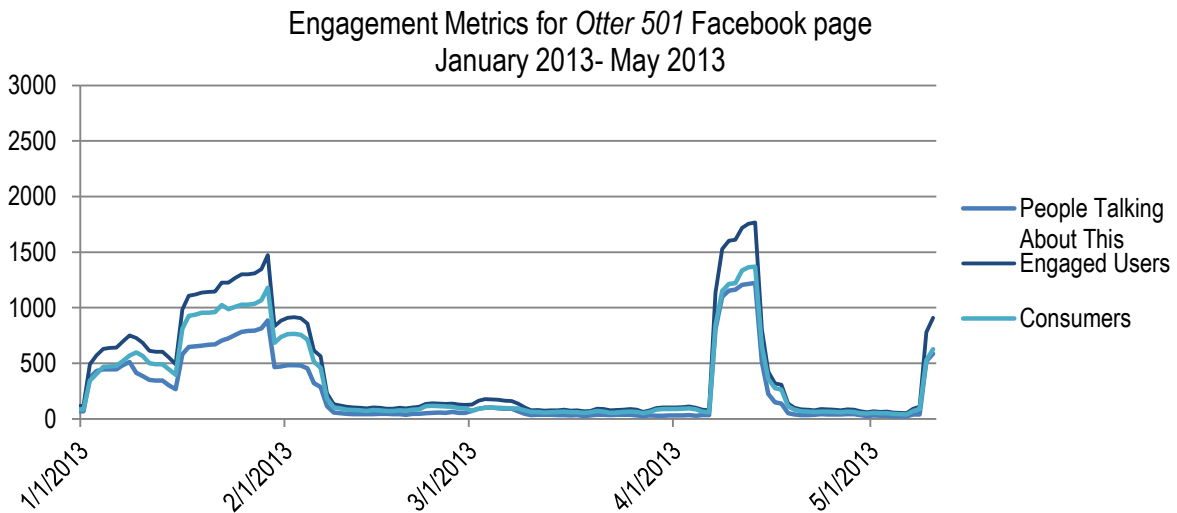
The graph below shows that the audience metrics all return to lower levels (comparable to levels before the April announcement and less than 10% of peak levels). *Weekly Logged-in Page Views* sees a small spike in late October⁴, but otherwise the page maintains relatively low levels of activity through December.



⁴ The spike in late October is related to posts concerning *Otter 501*'s Kickstarter crowdfunding campaign, described later in the report (see page 27).

Period 4: Ongoing follow-up and closure (January 2013 - May 2013)

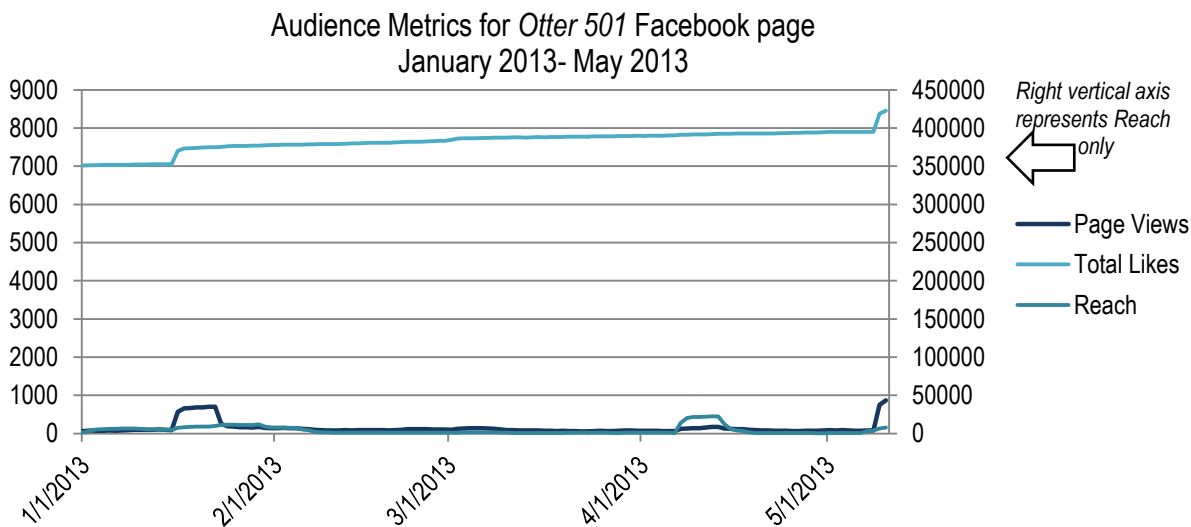
Period 4 continued to feature ongoing follow-up to the film and screenings followed by an overall phasing out of posts to the page. After the low point at the end of December, the engagement metrics all peaked (relative to the period) on January 29, as shown in the graph below. The increased activity in January is likely the result of new posts related to upcoming events, coupled with the sudden influx of approximately 500 new “likes” in the third week of January.



Subsequently, the first week of February 2013 showed a sharp drop in the engagement metrics. Two months later, however, the metrics spiked around April 7, which coincided with the announcement of Otter 501’s pup, as shown below. Over 20,000 people saw this post, as compared to the viewership of other posts which rarely exceeded 3,000.



In terms of audience metrics, as reflected in the graph below, there were small peaks in January and April, corresponding to the influx of approximately 500 new "likes" in January, Sea Studios' increased posting activity in January (see page 18), and the announcement of the birth of Otter 501's pup in April."



Part 2: Exploratory content analysis of posts to the *Otter 501* Facebook page

While the engagement and audience metrics presented in Part 1 can speak to the overall level of visitor activity on the *Otter 501* Facebook page, they say little about the nature of that activity, as reflected in the individual posts and comments authored by Sea Studios and visitors to the page. To help the project team reflect on these user interactions in a more in-depth way, the evaluation team conducted an exploratory content analysis of the entries posted to the Facebook page over the entire period the account was actively maintained.

While there are various definitions and types of content analysis, Hsieh and Shannon (2005)⁵ summarize three distinct approaches, conventional, directed, or summative, as follows:

Content analysis is a widely used qualitative research technique. Rather than being a single method, current applications of content analysis show three distinct approaches: conventional, directed, or summative. All three approaches are used to interpret meaning from the content of text data and, hence, adhere to the naturalistic paradigm. The major differences among the approaches are coding schemes, origins of codes, and threats to trustworthiness. In conventional content analysis, coding categories are derived directly from the text data. With a directed approach, analysis starts with a theory or relevant research findings as guidance for initial codes. A summative content analysis involves counting and comparisons, usually of keywords or content, followed by the interpretation of the underlying context. (page 1277)

In the case of the *Otter 501* Facebook page, the evaluation team most closely followed the “summative approach.” The team’s analysis relied on counting and comparing keywords and content and did not begin with relevant theory or research findings, although it did incorporate the project’s overall goals and the experience of the Facebook manager to interpret underlying context.

The analysis is considered exploratory for a number of reasons. First, the evaluation team was unable to locate relevant evaluation work that could directly inform the design of a content analyses of a Facebook page. A significant amount of time was spent compiling and reviewing the full set of available posts without the benefit of building on such prior work. For this reason all of the Facebook posts were reviewed and analyzed, as opposed to working with a select sample of posts. In addition, ideally, multiple coders would independently complete the review and coding process and intercoder reliability would be established. In this case, the available resources afforded a team of two to collaborate on the review and coding process. Future studies can build on this exploratory work by more rigorously incorporating the procedures indicated in Hsieh and Shannon (2005), Riffe et al. (2005),⁶ and others.

The content analysis of the Facebook page was completed collaboratively, with a member of the project team, the outreach coordinator of *Otter 501*’s community screening campaign, who had extensive familiarity with the *Otter 501* project. The outreach coordinator initially reviewed all of the posts and developed initial coding for the posts and, when it was relevant, reviewed the accompanying videos, articles, and other materials, in order to determine

⁵ Hsieh, H, and Shannon, S. (2005) Three Approaches to Qualitative Content Analysis *Qualitative Health Research* November 2005, Volume 15 no. 9 (pages 1277-1288)

⁶ Riffe, D., Lacy, S., Frederick Fico (2005) *Analyzing Media Messages Using Quantitative Content Analysis in Research*, Second Edition, Taylor & Francis

the categories and subcategories of content. The analysis was both deductive, drawing on the overall project goals for *Otter 501*, and inductive, by examining the posts for overall keywords and themes.

The number of posts to the Facebook page totaled more than 1000, between the posts authored by Sea Studios and those provided by *Otter 501*'s Facebook visitors. As noted above, rather than selecting a sample of posts, the analysis addressed all of these posts. While many posts fit into more than one category, each post was only counted once in a given category. A member of the evaluation team then reviewed the responses and categorization and worked with the outreach coordinator to resolve any differences that emerged in coding. Once differences were resolved, the team then counted the number of posts per category and subcategory.

According to Hsieh and Shannon (2005), an advantage of the summative approach to content analysis is it is “an unobtrusive and nonreactive way to study the phenomenon of interest.” (page 1285). On the other hand, the authors continue on to caution that: “The findings from this approach are limited by their inattention to the broader meanings present in the data. As evidence of trustworthiness, this type of study relies on credibility. A mechanism to demonstrate credibility or internal consistency is to show that the textual evidence is consistent with the interpretation (Weber, 1990)... Alternatively, researchers can check with their participants as to their intended meaning through the process of member check (Lincoln & Guba, 1985).”

In this case, to help inform the content analysis and serve as a form of “member check,” since Facebook visitors could not be approached for this purpose, a member of the evaluation team interviewed the human star of the film, Katie Pofahl, who also managed the Facebook account, within a month of her completing her final posts for the Facebook page. The interview helped the evaluation team to better understand her intentions and experience managing the page over time, which provided additional context for the team’s interpretation of the posts to the page and the coding used to categorize them.

Organization of this section

This section of the report is organized in two parts. The first part examines posts by Sea Studios, while the second examines posts by visitors. The following questions are addressed in each case:

Posts by Sea Studios:

- How frequently did Sea Studios post to the Facebook page?
- To what extent were Sea Studios’ post “liked” and commented on by visitors?
- To what extent were Sea Studios posts shared by visitors?
- What were the most common types of posts by Sea Studios?
- What was Katie’s intended and actual tone in her interactions with visitors?

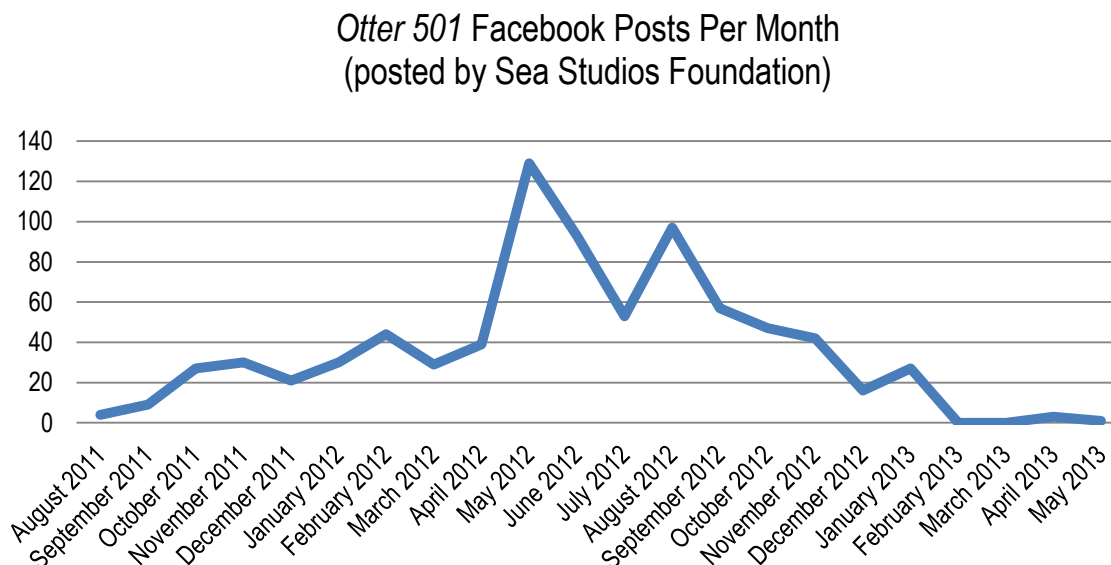
Posts by Visitors:

- How frequently did visitors post to the Facebook page?
- To what extent were visitors’ posts “liked” and commented on by Sea Studios?
- What were the most common types of posts by *Otter 501*'s visitors?

To provide further context to the visitor posts, this section also highlights relevant findings from a 2012-13 evaluation of the *Otter 501* film, relating to the extent to which viewers visited the Facebook page prior to seeing the film, and the extent to which they felt motivated to visit the Facebook page after viewing.

2.1 How frequently did Sea Studios post to the Facebook page?

The *Otter 501* Facebook page was launched on August 11, 2011 and was actively maintained through May 2013. During this time, Sea Studios Foundation posted a total of 798 posts, and averaged 36 posts per month.⁷ As the chart below shows, the number of posts authored per month ranged from a low 0 to a high of 129.⁸



Under the management of the film's human star and Sea Studios Foundation employee, Katie Pofahl, Sea Studios authored 4 posts in August 2011 and 9 posts in September 2011. Over the next seven months, Sea Studios authored significantly more posts per month: October 2011 (27 posts), November 2011 (30 posts), December 2011 (21 posts), January 2012 (30 posts), February 2012 (44 posts), March 2012 (29 posts), and April 2012 (39 posts).

During this period, Sea Studios was working to finish the film, schedule some preview and film festival screenings, build their online fan base, and refine their social media strategy (discussed below).

As shown in the screenshot to the right, on February 3, 2012, Sea Studios used the Facebook page to announce that the film had been picked up for theatrical distribution by Paladin Pictures. *Otter 501* was released in theaters in San Francisco, Berkeley, and Monterey, CA on May 11,



⁷ The average number of posts per month increases to 44 per month if the period from February through May 2013 is excluded from the analysis (the months after Katie's departure while the Facebook page continued).

⁸ The number of Facebook posts per month was determined by counting all posts by Sea Studios, including but not limited to posts that promoted *Otter 501* Facebook events, posts that shared individual photos from a previously posted photo album, and posts that re-shared an entire photo album. Not included in this tally were posts by visitors to the site, cover or profile photo updates, the creation of photo albums and events, and posts directing Facebook visitors to an *Otter 501* survey.

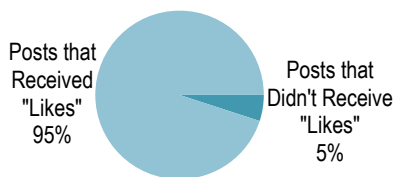
2012, and opened in cities around the United States (primarily on the West Coast) between June and September 2012. Sea Studios posted about these theatrical engagements infrequently in March and April 2012. However, in May 2012, Sea Studios authored 129 posts, of which more than 50 mentioned the theatrical screenings. Total posts per month dropped slightly in June 2012 (93 posts) and July 2012 (53 posts) and picked up again in August 2012 (97 posts), due in large part to a fan photo contest that took place at the end of the month. Sea Studios posted about the photo competition more than 40 times in August 2012.

Sea Studios authored fewer posts in September 2012 (57 posts, many of which were about Sea Otter Awareness Week at the end of the month), October 2012 (47 posts, many of which were about the film’s Kickstarter fundraising campaign), and November 2012 (42 posts). Posting decreased significantly in December 2012 (16 posts) and increased slightly in January 2013 (27 posts), before Katie’s last day on the project. When Sea Studios staff took over the management of the Facebook page after Katie’s departure, the film’s executive producer authored three posts in April 2013 and one in May 2013.

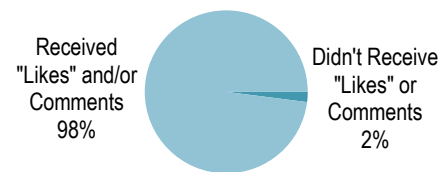
2.2 To what extent were Sea Studios’ posts “liked” and commented on by visitors?

As shown in the charts below, of the 798 posts authored by Sea Studios, 95% received at least one “like.” Meanwhile, nearly 98% of the posts received at least one “like” and/or comment.

Percentage of posts by Sea Studios that received “Likes” (n=798)

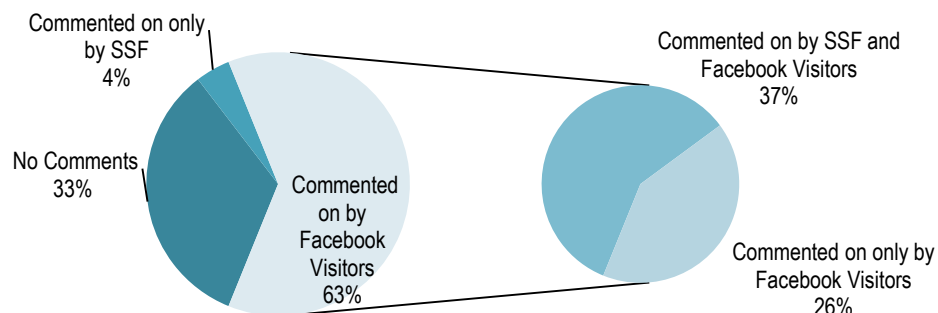


Percentage of posts by Sea Studios that received “Likes” and/or comments (n=798)



Further analysis of Sea Studios’ posts indicated that Facebook visitors were more likely to “like” a post than to comment. As shown in the chart below, among the 798 posts authored by Sea Studios, while one-third (33%) of the posts received no comments and a small group (4%) were commented on only by Sea Studios, the majority, two-thirds (63%) received visitor comments. Among this group of posts, one-quarter (26%) were commented on only by Facebook visitors, and one-third (37%) were commented on by both Facebook visitors and Sea Studios.

Percentage of Sea Studios posts that were commented on by Facebook Visitors and Sea Studios (SSF) (n=798)



Average number of "likes"

Between August 2011 and May 2013, as shown in the graph to the right, the average number of "likes" of posts authored by Sea Studios (per post, per month) varied widely, from 0 to 235.

During the months of 2011, the average "like" per post started at 1 in August, rose to 3 in September and October, dropped to 2 in November, and then rose to 5 in December.

During 2012, the average "likes" per post averaged 6 in January and rose to 8 in February. The average rose again to 15 in March, then to 27 in April, and then dropped to 19 in May (perhaps due to the dramatic rise in the frequency of posts by Sea Studios that month. The average subsequently rose to 42 in June and then dropped to 35 in July, 30 in August, 20 in September, 35 in October, 30 in November, and 40 in December.

In 2013, the average rose to 56 in January. There were no posts in February and March 2013 (and, thus, no "likes" per post). Posts by Sea Studios averaged 235 "likes" in April (because of the small number of posts that month and the popularity of a post about the birth of Otter 501's pup) and 6 "likes" in May.

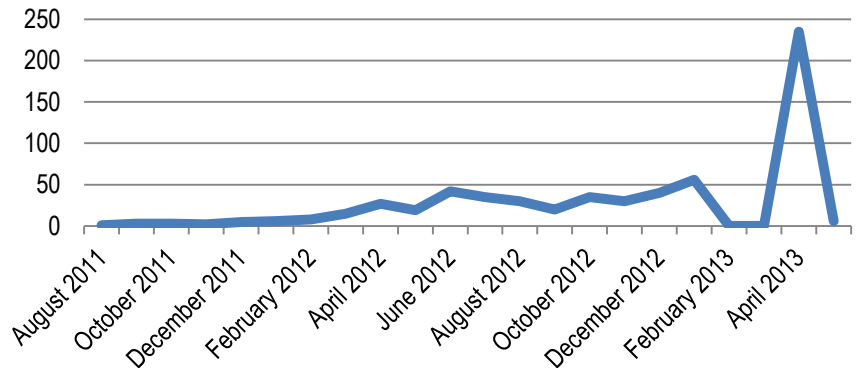
Average number of comments

As shown in the graph to the right, similar to the average number of "likes," the average number of comments per post, per month varied greatly, in this case from a low of 0 to a high of 74.

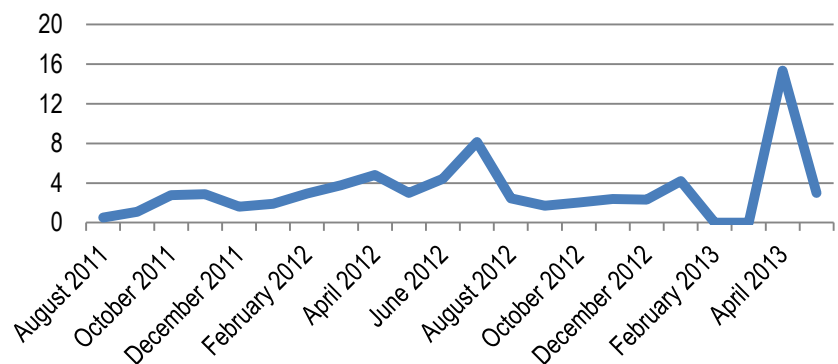
During 2011, the average comments per post started at 1 in August and then rose to 2 in September, rose again to 3 in October and November, and then dropped to 2 in December.

In 2012, the average remained at 2 January (2012) and then rose to 3 in February, 4 in March, and 5 in April. The average dropped to 3 in May (perhaps due to the dramatic rise in the frequency of posts by Sea Studios that month), then rose again to 4 in June and 8 in July. The average thereafter decreased to 3 in August and 2 each from September to December 2012. The average rose again to 4 in January 2013. Reasons for these fluctuations are unknown. There were no

Average number of "Likes" of posts by Sea Studios (Per Post, Per Month)



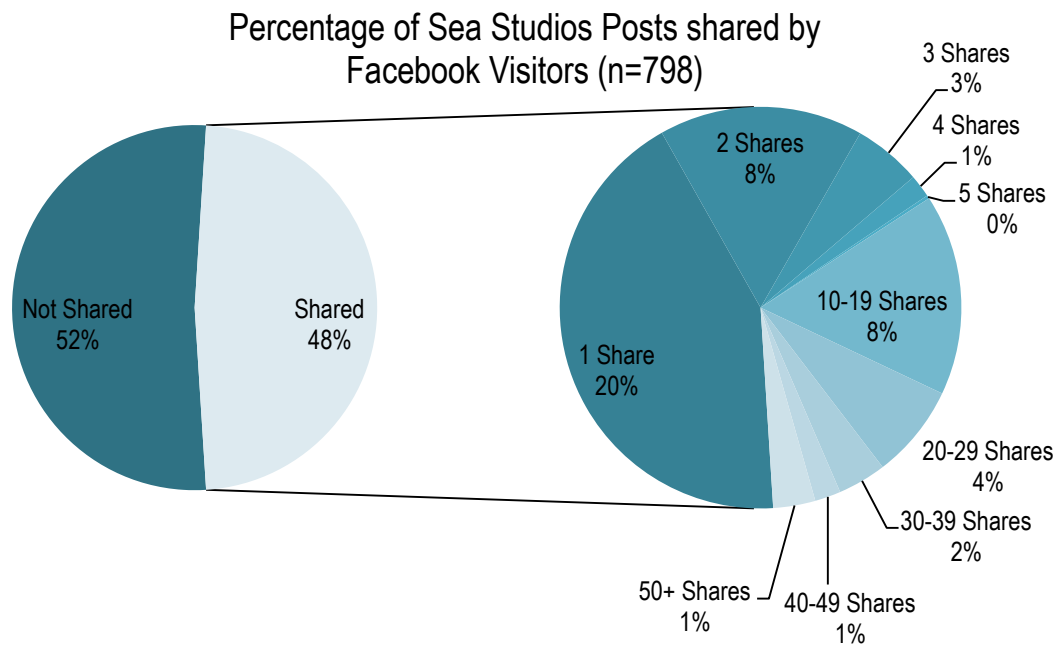
Average number of comments to posts by Sea Studios (Per Post, Per Month)



posts in February and March 2013 (and, thus, no comments per post). Posts by Sea Studios averaged 15.33 comments in April 2013 (again, because of the small number of posts that month and the popularity of a post about the birth of Otter 501's pup) and 3 comments in May 2013.

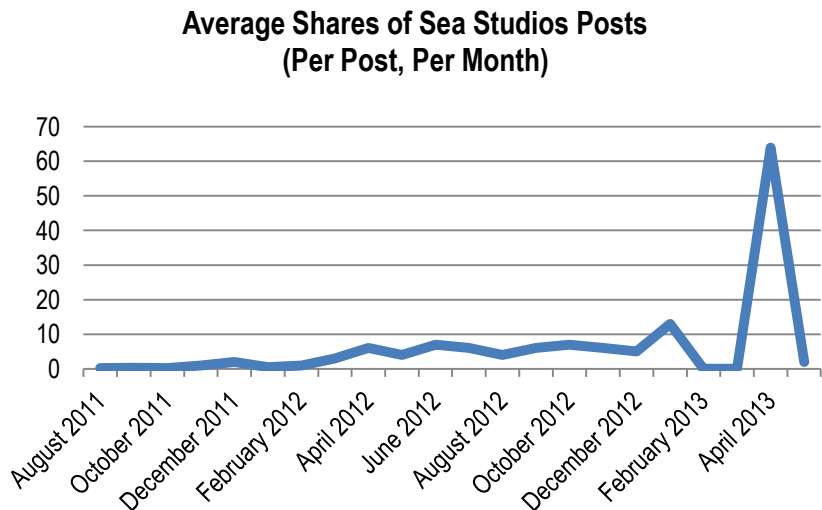
2.3 To what extent were Sea Studios posts shared by visitors?

Over the course of the 22 month period during which Sea Studios authored 798 posts, visitors shared *Otter 501's* Facebook content 4,009 individual times. The number of shares per post ranged from a low of 0 to a high of 191. As shown in the chart below, of these 798 posts, nearly half (48%) were shared by Facebook visitors. One-fifth (20%) of these were shared once while less than one-tenth were shared 2 times (8%), 3 times (3%), 4 times (1%), 5 times (less than 1%), 10-19 times (8%), 20-29 times (4%), 30-39 times (2%), 40-49 times (1%), or 50 or more times (1%).



Average shares per post, per month

As shown in the chart to the right, August through October 2011 averaged less than 1 share per post, per month. November averaged 1 share, while December averaged 2 shares. In 2012, January and February averaged less than 1 share per post, while March averaged 3 shares, April averaged 6 shares, and May averaged 4 shares. For the rest of the year, the average remained fairly steady – June averaged 7 shares, July 2012 averaged 6 shares, August averaged 4 shares, September averaged 6 shares,



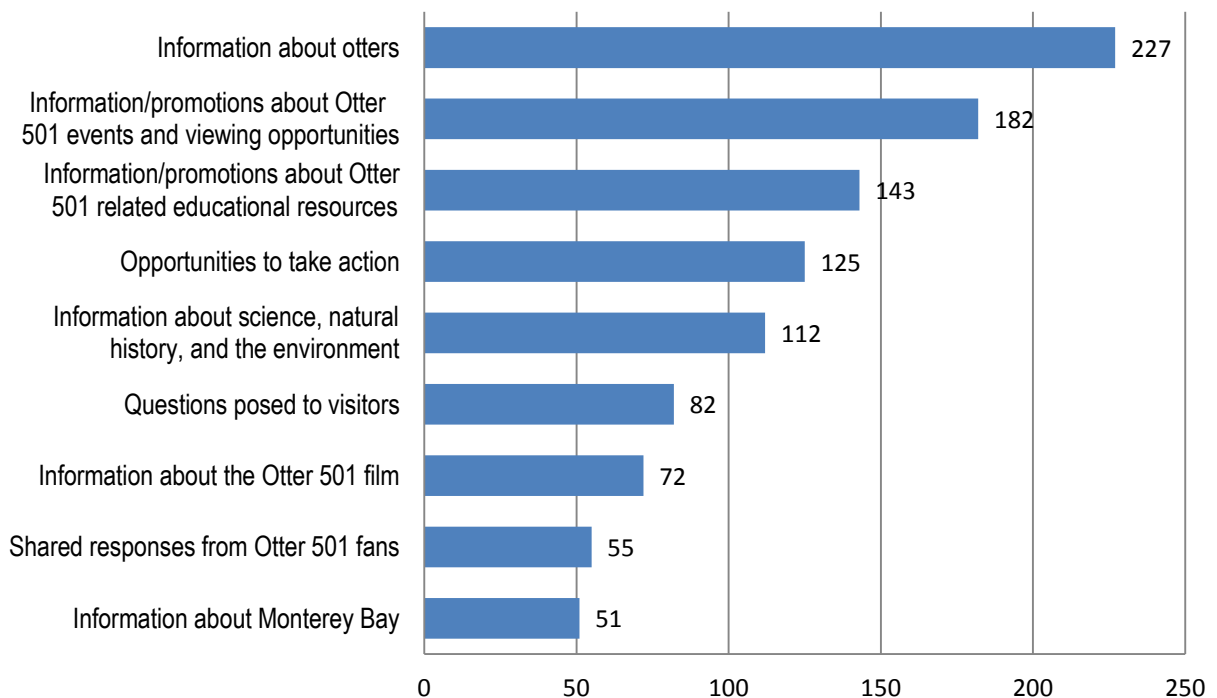
October averaged 7 shares, November averaged 6 shares, and December averaged 5 shares.

In 2013, January averaged 13 shares per post, and there were no posts in February and March 2013. April averaged 64 shares (again, because of the small number of posts that month and the popularity of a post about the birth of Otter 501's pup), and May averaged 2 shares per post.

2.4 What were the most common types of posts authored by Sea Studios?

The 798 posts authored by Sea Studios Foundation on the *Otter 501* Facebook page between August 2011 and May 2013 can be categorized into one or more of the nine categories presented in the graph below.

Most Common Types of Posts by Sea Studios Foundation (n=798)



As the breadth of categories reveals, the *Otter 501* Facebook page was more than a source of information about the film and the eponymous sea otter. Under the management of the film's human star, Katie Pofahl, the film's Facebook page became a clearinghouse for all things otters. Specifically:

- More than one-quarter (28%) of Sea Studios' posts provided information about sea otters, ranging from the latest otter research and care at aquariums and other institutions to fun facts about otter biology, behavior, and history. Nearly half of these posts about otters were shared from outside sources, like the Monterey Bay Aquarium and the Monterey-based nonprofit The Otter Project. This reliance on outside content indicates that Katie and Sea Studios intentionally made the film's Facebook page an otter hub, following the otter-related activities of similarly focused groups and sharing the videos, articles, and posts they thought would appeal to *Otter 501*'s online audience.
- Just under one-quarter (23%) of Sea Studios' posts were about upcoming screenings and other *Otter 501* events.

- Nearly one-fifth (18%) of Sea Studios' posts promoted the film's related educational resources (video content, social media sites, the home-use DVD, and the *Otter 501* webStory).
- Approximately one-sixth (16%) of Sea Studios' posts featured opportunities to take action and help sea otters or (broadly speaking) the environment.
- Approximately one-seventh (14%) of Sea Studios' posts were focused on non-otter science, natural history, and environmental concerns.
- One-tenth (10%) of Sea Studios' posts posed questions to the Facebook community, encouraging interaction between Katie and the film's fans.
- Sea Studios' remaining posts were about the film (9%), responses from *Otter 501* fans (7%), and Monterey Bay (6%).

Category themes and sample posts

A number of sub-themes were identified in all but two of the nine categories listed above (Posed a Question and Responses from *Otter 501* Fans). Pages 24- 32 provide information about each of these theme and screenshots of sample posts from the *Otter 501* Facebook page relating to each theme.

Category 1: Information about Otters

The 227 responses under Category 1 were further categorized into four themes: 1) otter research and care at aquariums and other institutions, 2) otter content from outside sources, 3) otter biology, behavior, and history, and 4) posts about the animal Otter 501. The table to the right shows sample posts relating to each of these four themes. With fewer posts about Otter 501 (the animal) than otters in general, the analysis indicates that Sea Studios Foundation aimed to make the *Otter 501* Facebook page a clearinghouse for otter content.

Otter research and care at aquariums and other institutions (103 posts): More than one-tenth (13%) of all the Sea Studios Foundation posts (n=798) provided information about otter research and care at aquariums and other institutions.

Otter content from outside sources (101 posts): More than one-tenth of all posts (13%) featured otter content (not including photographs) that was created outside of Sea Studios Foundation.

Otter biology, behavior, and history (87 posts): Just over one-tenth of all posts (11%) provided information about otter biology, behavior or history, either in the text of the post or in associated content.

Posts about the animal Otter 501 (75 posts): Nearly one-tenth of all posts (9%) provided information about Otter 501, the star of the feature film.

Category 1 Themes: Information about otters (n=227)		
Theme	# posts	Sample post
Otter Research and Care at Aquariums and Other Institutions	103	
Otter Content from Outside Sources	101	
Otter Biology, Behavior, and History	87	
Posts about the Animal Otter 501	75	

Category 2: Information about promotion of events and viewing opportunities

The responses under Category 2 were further categorized into three themes: 1) event and viewing promotions, 2) Sea Otter Awareness Week, and 3) book a screening promotion. The table to the right shows sample posts from the Facebook page relating to each theme.

Event and viewing promotions (154 posts): Nearly one-fifth of all posts (19%) referred to theatrical and festival screenings of the film, private screenings, talks about the film, and viewings through a short-lived film screening website called Prescreen.

Sea Otter Awareness Week (28 posts): A small percentage of all posts (3%) included posts that promoted this annual, late-September celebration.

Book a screening promotions (19 posts): Another small group of posts (2%) encouraged Facebook visitors to organize their own screenings. This was typically done by directing them to the film's Book a Screening website for more information about how to pay for and plan an event and through posts about a free screening contest in August and September 2012 (which was also intended to draw attention to the film's availability for community screenings).

Category 2 Themes: Information about promotion of events and viewing opportunities (n=182)		
Theme	# posts	Sample post
Event and Viewing Promotion	154	<p>Did anyone watch OTTER 501 on Prescreen last night? We'd love to hear what you think! The film will be available at the special discounted rate for a few more days. https://prescreen.com/movies/otter-501</p> <p>OTTER 501 on Prescreen - Watch the Full Feature-length Film! prescreen.com</p> <p>Prescreen is a curated social discovery video-on-demand platform designed to promote and showcase premium content.</p> <p>Like · Comment · Share 11 11 1</p>
Sea Otter Awareness Week	28	<p>Sea Otter Awareness Week Starts THIS SUNDAY! Be sure to check out all the events we have going next week, and share the love by letting all of your friends know what otters mean to you and to the environment!</p> <p>SEA OTTER AWARENESS WEEK SEPTEMBER 23-29, 2012</p> <p>Like · Comment · Share 47 3 23</p>
Book a Screening Promotion	19	<p>Are you dreaming of seeing Otter 501 in the theater? Don't despair! http://otter501.com/book-a-screening/</p> <p>Photo by Jim Capwell</p> <p>Like · Comment · Share 106 10 52</p>

Category 3: Information about/promotion of educational resources

The responses under Category 3 were further categorized into four themes: 1) *Otter 501* mini docs and YouTube videos, 2) *Otter 501* social media, 3) *Otter 501* webStory, and 4) *Otter 501* DVD for home use. The table to the right shows sample posts from the Facebook page relating to each theme.

Otter 501 Mini Docs and YouTube Videos (75 posts): Nearly one-tenth of all posts (9%) posts) either featured videos by Sea Studios Foundation directly through the Facebook page or directed Facebook visitors to the *Otter 501* YouTube page.

Otter 501 Social Media (44 posts): A smaller group of posts (6%) promoted the film's Facebook, Twitter, Pinterest, and Tumblr accounts.

Otter 501 webStory (27 posts): Another small group of posts (3%) promoted the release of the webStory, asked visitors for feedback on the beta and final versions of the online resource, and directed users to specific webStory content.

Otter 501 Home-Use DVD (6 posts): Finally, a small number of posts (1%) promoted the release and sale of the DVD on the film's website.

Category 3 Themes: Information about/promotion of educational resources (n=143)		
Theme	# posts	Sample post
<i>Otter 501</i> Mini Docs and YouTube Videos	75	
<i>Otter 501</i> Social Media	44	
<i>Otter 501</i> webStory	27	
Home-Use DVD	6	


Category 4: Opportunities to take action

The responses under Category 4 were further categorized into two themes: 1) advocacy, action, and volunteer opportunities, and 2) the *Otter 501* Kickstarter campaign. The table to the right shows sample posts from the Facebook page relating to each theme.

Advocacy, action, and volunteer opportunities (90 posts): More than one-tenth of all posts (11%) promoted opportunities for Facebook visitors to take action to help otters specifically and/or the environment, broadly defined.

Though these posts were not usually as popular as some of the more viral-friendly otter videos and photos, Sea Studios Foundation frequently posted opportunities like this throughout the length of the film's Facebook campaign.

Otter 501 Kickstarter campaign (39 posts): A small group of posts (5%) promoted *Otter 501*'s Kickstarter campaign to raise money to bring the film to underserved communities or described how fan donations had been utilized.

Category 4 Themes: Opportunities to take action (n=125)		
Theme	# posts	Sample post
Advocacy, Action, and Volunteer Opportunities	90	
<i>Otter 501</i> Kickstarter Campaign	39	

Category 5: Information about science, natural history, and the environment

The responses under Category 5 were further categorized into 2 themes: 1) science, natural history and the environment, and 2) other natural history films and filmmakers. The table to the right shows sample posts from the Facebook page relating to each theme.

Science, natural history, and the environment (109 posts)

Though otters were the focus of the Facebook page, Sea Studios frequently authored science, natural history, and environment posts that weren't specific to otters. Nearly 14% of all posts fit into this subcategory.

Other natural history films and filmmakers (8 posts)

Less than 1% of all posts were about other natural history films and filmmakers (generally partners, colleagues, and friends).

Category 5 Themes: Information about science, natural history, and the environment (n=112)		
Theme	# posts	Sample post
Science, Natural History, and the Environment	109	
Other Natural History Films and Filmmakers	8	

Category 6: Posed a question

This category contained no subcategories. Just over 10% of posts posed a question to *Otter 501*'s Facebook community.

Questions like those shown in the table to the right encouraged users to comment on a specific post, increasing the visibility of these and other posts in the newsfeeds of the film's Facebook fans. If Katie asked a quiz-like question, she provided the answer in the comments of the post after a short period of time.

Category 6 Themes: Posed a question (n=82)		
Theme	# posts	Sample post
NA	82	<div data-bbox="876 283 1477 861"> <p>Like · Comment · Share 148 19 75</p> </div> <div data-bbox="876 871 1477 1428"> <p>Like · Comment · Share 118 44 28</p> </div>

Category 7: Information about the Otter 501 film

Category 7 Themes: Information about the Otter 501 film (n=72)		
Theme	# posts	Sample post
<p><u>Press for Otter 501 (29 posts)</u> Just over 3% of posts promoted press about the film to the Facebook community.</p> <p><u>The making of Otter 501 (26 posts)</u> Just over 3% of posts contained behind-the-scenes posts about the film and some of the supporting YouTube videos.</p>	29	
<p><u>Behind the scenes at Otter 501 screenings (16 posts)</u> A total of 2% of all posts provided "behind the scenes" information about Otter 501 screenings.</p> <p><u>Katie-centric posts (4 posts)</u> Less than 1% of all posts were used to either explicitly assign authorship to Katie's character from the film, a tactic that was introduced when the Facebook page launched in August 2011, or were specifically about Katie Pofahl, human star of the film.</p>	26	
<p><u>Behind the Scenes at Otter 501 Screenings</u></p>	16	
<p><u>Katie-centric Posts</u></p>	4	

Category 8: Shared responses from *Otter 501* fans

Category 8: Shared responses from *Otter 501* fans contained no subcategories. Approximately 7% of Sea Studios' posts (55 posts) shared individual fan responses (drawing, poems, photos, etc.) with the wider Facebook community. All fan photos from the fan photo contest that were specifically mentioned in posts authored by Sea Studios are included in this category.

Category 8 Themes: Shared responses from <i>Otter 501</i> fans (n=55)		
Theme	# posts	Sample post
NA	55	<div data-bbox="893 294 1510 1018"> <p>Otter 501 June 7, 2012</p> <p>Our cuddly sea otter star gets a lot of love, but our human star, Katie, has quite the fan club, too! Check out a small sampling of her fan mail...</p>  <p>Unlike · Comment · Share 👍 23 💬 5</p> </div> <div data-bbox="893 1039 1510 1743"> <p>Otter 501 December 11, 2012</p> <p>This lovely piece of Sea Otter Art was sent in by Otter 501 fan, Meeling Miriam Wee. She also included a poem entitled "Ottermost Love":</p> <p>Friendship, kinship, courtship, care, respect & trust; Every meaningful relationship, kindles hope & eternal love.</p> <p>Thank you, Meeling!</p>  <p>Like · Comment · Share 👍 107 💬 9 📄 17</p> </div>

Category 9: In and around Monterey Bay

Category 9 Themes: In and around Monterey Bay (n=51)

Monterey Bay

Just over 4% of posts (33 posts) were specific to the Monterey Bay region and were not closely related to the film. For example, for a brief period after the launch of the page in August 2011, Sea Studios staff member Chris posted weekly outdoor activity reports. The last of these posts was authored on December 19, 2011, perhaps because the Facebook page began attracting visitors from outside the Monterey area.

Holiday greetings

Nearly 2% of all posts (15) provided a holiday note or greeting of some sort from Monterey or Sea Studios Foundation in particular.

Sea Studios Foundation

1% of posts (8 posts) provided information about the mission of Sea Studios foundation or about life at the studio and the day-to-day routines of employees.

Theme	# posts	Sample post
Monterey Bay	33	
Holidays	15	
Sea Studios Foundation	8	

2.5 What was Katie's intended and actual tone in her interactions with visitors?

A follow-up interview conducted with the film's human star, Katie Pofahl, subsequent to her final post to the *Otter 501* Facebook page, revealed that she aimed for a friendly and casual tone, in keeping with her character in the film. She indicated that her goal wasn't simply to provide information to visitors, but rather to interact with them in a more personal way. As reflected in the content analysis provided in the previous section, Katie did this in numerous ways, by: encouraging participation in regional and national events, sharing updates about *Otter 501* and behind the scenes information about the making of the movie and screening events, extending holiday greetings, and asking questions in her Facebook posts, to encourage interaction between herself and the film's



Otter 501
May 14, 2012

For those of you who saw *Otter 501* this weekend in Berkeley, San Francisco, and Monterey: What was your favorite part?

Like · Comment · Share 4 17

4 people like this.

Jill Stevenson well I saw it in SB..My favorite part was seeing all you guys at the film Fest ! But Toolah stole the show for me!
May 14, 2012 at 8:51pm · Like · 1

Joe Zarate-Sanderlin Being someone who goes to Monterey, the aquarium, and the surrounding area fairly often, my favorite part is having those places introduced to people who can't get there themselves.
May 14, 2012 at 8:54pm · Like · 1

Kate Dunphy I loved a lot of it - thought the fur ball map animation was excellent!! And I enjoyed the non-otter educational bits too. Well done!
May 14, 2012 at 8:58pm · Like · 1

Connie Bufford Masotti ummmm, how to pick just one thing....learning how truly fragile they are and what I can do to help.
May 14, 2012 at 8:58pm · Like · 1

Otter 501 Ooh! Good ones! Thanks for sharing. The first part of this video is one of my favorite moments, for obvious reasons. <http://youtu.be/cRfzbydUS0k> But I also really like the end where 501 leaps out of the carrier without so much as a second of hesitation! I think it's the way we should all approach scary new challenges in life. - Katie



Otter 501 Love it, guys! Thanks for all of these great ideas. Laurie McRae - here is a whole bundle of great low-cost ideas for protecting otters. Maybe get some friends together and commit to doing some for SOAW! <http://pinterest.com/otter501/otters-get-serious/>

Otters Get Serious
pinterest.com
A Pinboard to Help You Protect Sea Otters

July 10, 2012 at 7:25pm · Like

Mina Mina \m/ OTTER PAR-TAY \m/
July 10, 2012 at 7:43pm · Like · 2

Beth Ibarra I'm marking my calendar 😊
July 10, 2012 at 8:25pm · Like · 1

Angela Sommers Celebrate, celebrate, dance with the sea otters!
July 10, 2012 at 9:38pm · Like · 1

Sara M. Skinner Photography I can't wait to take pictures of them in Monterey and Morro Bay!
July 10, 2012 at 11:33pm · Like · 1

Peter Dunn I will be bringing a party of British Wildlife watchers to see these and the other natural highlights of Monterey Bay during that week.
July 11, 2012 at 10:14am · Like · 1

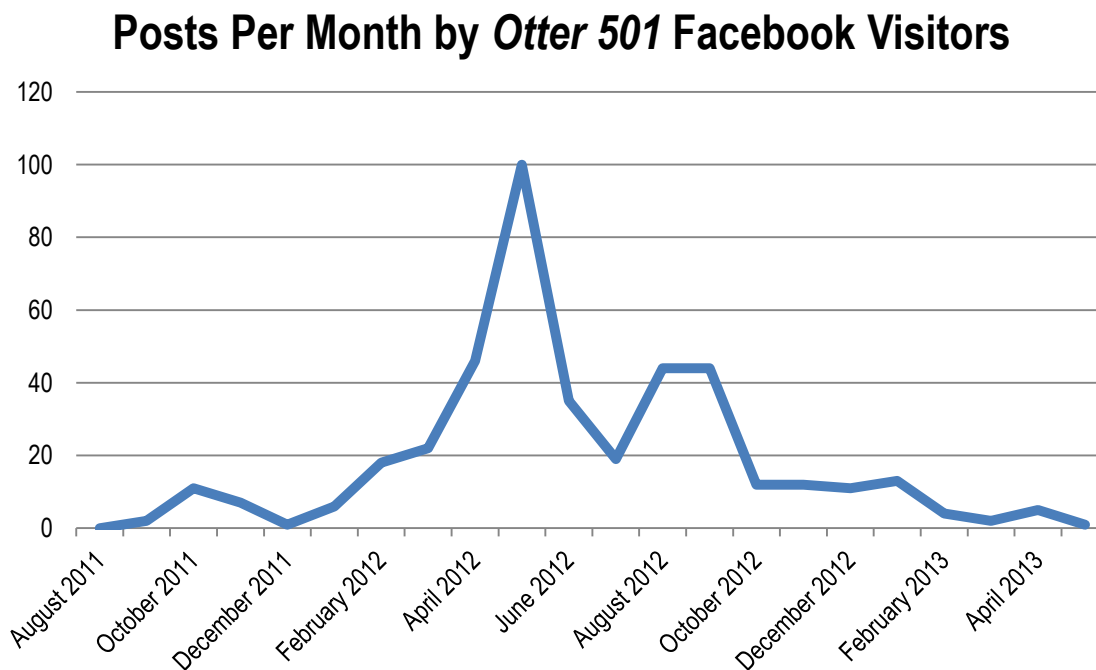
Otter 501 Awesome! Peter Dunn, would you be interested in setting up a screening of *Otter 501* for them? We are set up to do community screenings. Here's more information: <http://otter501.com/book-a-screening/> All we need is a theater!

Otter 501
otter501.com
"Far and away the most compelling film of the genre that I have seen...Sea Studio... See More

online fan base. The examples above highlight the kinds of questions she asked as well as her responses to Facebook visitors' questions and comments. The entries also denote the subtle promotion of other aspects of the project, from the YouTube page and home-use DVD to the Book a Screening website. While Katie always used the *Otter 501* Facebook account, she signed some of her comments (on her original posts) with her own name. By identifying and making herself available in this way, Katie indicated she would be in a position to more fully engage with audience members.

2.6 How frequently did visitors post to the Facebook page?

During the same time frame that Sea Studios authored 798 posts on the *Otter 501* Facebook page (between August 2011 and May 2013), Facebook visitors authored 415 posts on the site. As shown in the graph below, such posts were fairly infrequent from the time of page's launch in August 2011 through January 2012. In 2011, visitors to the film's Facebook page made 0 posts in August, 2 posts in September, 11 posts in October (many of which were related to a preview screening of an early version of the film that was screened for friends and family members of the filmmakers), 7 posts in November, and 1 post in December,

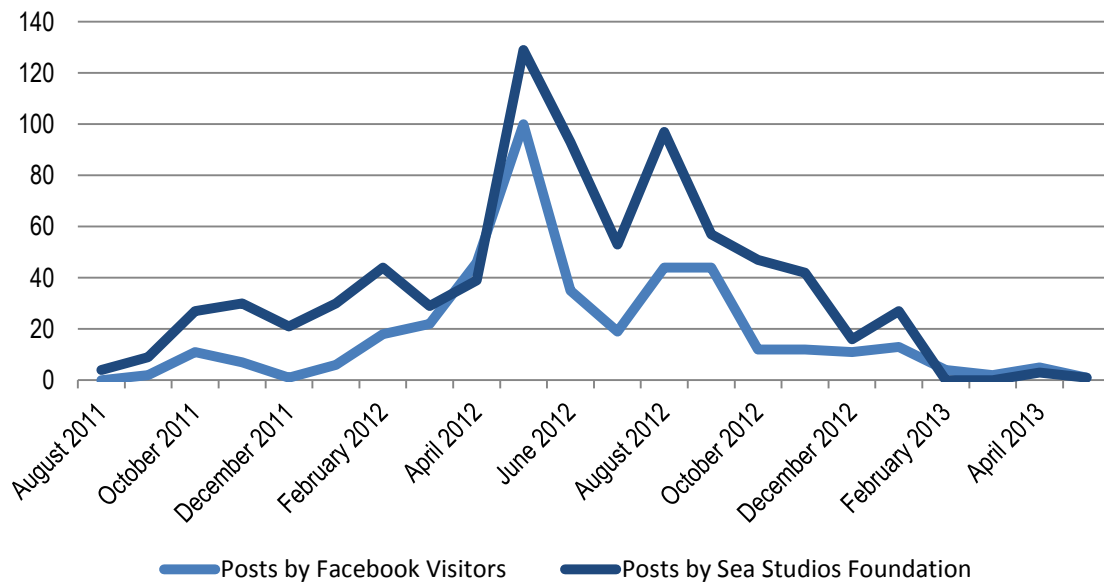


In 2012, the number of posts rose to 6 in January. As the number of Facebook visitors increased in early 2012, so too did user activity on the page. Visitors authored 18 posts in February, 22 posts in March, 46 posts in April, and 100 posts (the most of any month) in May, the month that the film was released in theaters. Posting by visitors remained relatively high throughout the summer and early fall of 2012. There were 35 posts in June, 19 posts in July, and 44 posts in August, many of which were related to the fan photo contest described elsewhere in this report (see pages 19, 31, and 42). There were also 44 posts in September, many of which were related to Sea Otter Awareness Week and the “win a free screening” contest, both of which are also described elsewhere in this report (see pages 19 and 24).

The number of monthly posts by Facebook visitors decreased to 12 each in October and November and then to 11 in December. In January 2013, the number of posts increased to 13. Subsequently, Katie Pofahl, the star of the film and the primary manager of the Facebook page, completed her work on the project on January 31, 2013, at which time management of the Facebook page was taken over by Executive Producer Mark Shelley. Facebook visitors authored 4 posts in February, 2 posts in March, 5 posts in April, and 1 post in May.

As shown in the graph below, the frequency of posts by visitors aligned fairly closely with the frequency of posts by Sea Studios. As with the posts by Sea Studios, monthly posts by visitors reached a high point in May 2012, decreased slightly in June and July 2012, increased again in August 2012, and then decreased in the months that followed. Whether these similarities indicate that frequent posts by Sea Studios greatly increased the prominence of the page and directly affected the frequency of user posts is unknown, particularly since the number of Facebook visitors grew quickly during the first six months of 2012, which likely contributed to the number of posts by visitors.

Facebook Posts Per Month by
Otter 501 Facebook Visitors and Sea Studios Foundation



2.7 To what extent were visitors' posts "liked" and commented on by Sea Studios?

Extent to which Sea Studios "liked" visitors' posts

As shown in the chart to the right, of the 415 posts made by visitors of *Otter 501's* Facebook page between August 2011 and May 2013, Sea Studios Foundation staff members (primarily Katie Pofahl and Mark Shelley) "liked" nearly half (47%) of all user posts (196 posts).

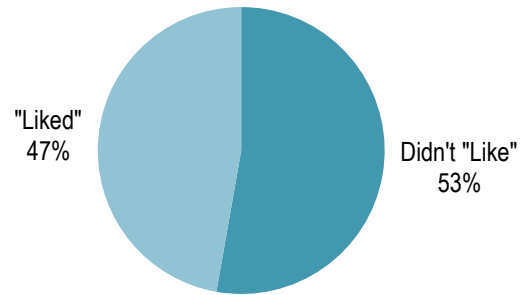
Extent to which Sea Studios commented on visitors' posts

Further analysis of the visitors' posts indicates that Sea Studios was more likely to comment on a visitor's post than to "like" it. As shown in the chart below to the right, of the 415 posts entered by visitors between August 2011 and May 2013, Sea Studios commented at least once on three-quarters (74%) of these posts (309 posts). A total of 237 posts received 1 comment (57% of all posts), 63 posts received 2 comments (15%), and 9 posts received 3 or more comments (2%). 106 posts received no comments from Sea Studios Foundation (26%).

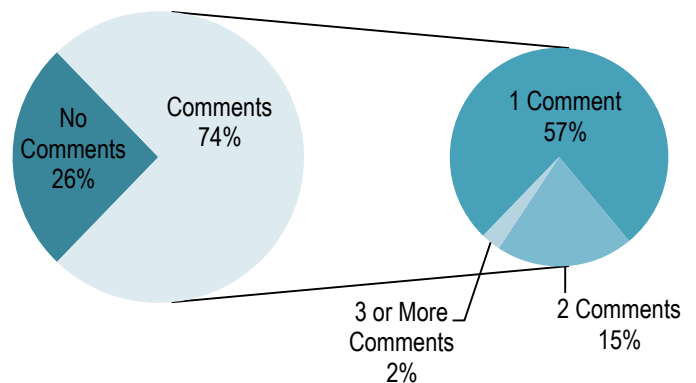
Extent to which Seas Studios "liked" or commented on visitors' posts

Sea Studios occasionally "liked" a post without commenting on it, or commented on a post without "liking" it. As shown in the chart to the right, the total number of posts that they responded to with either a "like" or a comment was 348, or 84% of all posts. Therefore, relatively few posts, less than one-sixth (16%) of all posts, did not receive a "like" or comment from Sea Studios (67 posts).

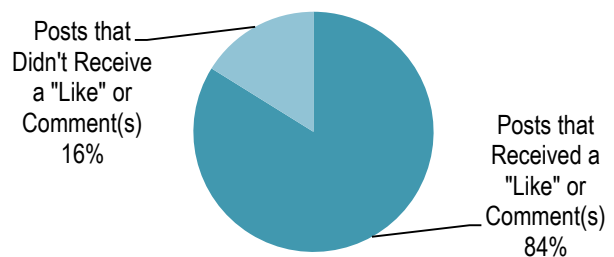
Percentage of Posts by Facebook Visitors that Sea Studios "Liked" (n=415)



Percentage of Posts by Facebook Visitors that Received Comments from Sea Studios (n=415)



Percentage of Posts by Facebook Visitors that Sea Studios "Liked" or Commented on (n=415)



Extent to which Facebook visitors' posts were "liked" by other visitors and Sea Studios

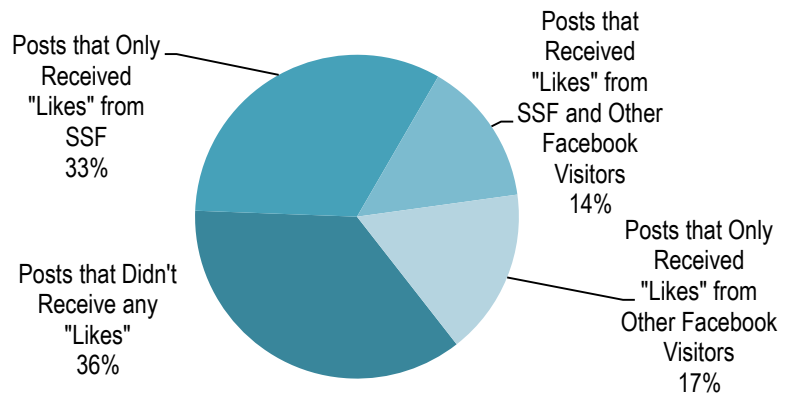
As shown in the pie chart to the right, of the 415 visitor posts placed on the Facebook page between August 2011 and May 2013, one-third (33%) were only "liked" by Sea Studios, less than one-fifth (17%) were only "liked" by other visitors, and 14% were "liked" by both Sea Studios Foundation and other visitors.

Meanwhile, over one-third (36%) received no "likes" from either group of users. Many of these un-"liked" posts were "sad" posts about, for example, the death of an otter at a local aquarium or a troubling environmental catastrophe – presumably not the type of posts that Sea Studios (or many other users) wanted to "like" in this public forum.

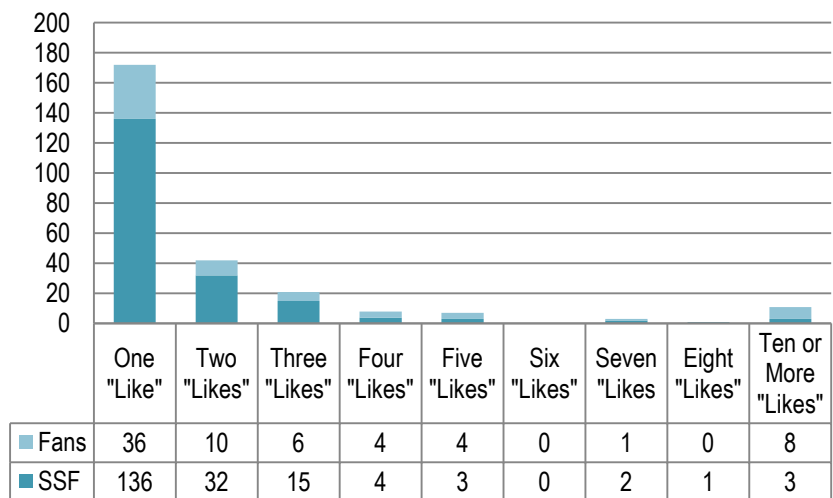
As shown in the bar graph to the right, of the posts that only received one "like," 136 were only "liked" by Sea Studios and 36 were only "liked" by other Facebook visitors. Of the posts that received two "likes," 32 were "liked" by Sea Studios and other Facebook visitors and 10 were "liked" only by other Facebook visitors.

Of the posts that received three "likes," 15 were "liked" by Sea Studios and other Facebook visitors and 6 were "liked" only by other Facebook visitors. Of the posts that received four "likes," 4 were "liked" by Sea Studios and other Facebook visitors and 4 were "liked" only by other Facebook visitors. Of the posts that received five "likes," 3 were "liked" by Sea Studios and other Facebook visitors and 4 were "liked" only by other Facebook visitors. There were no posts by visitors that received six "likes." Of the posts that received seven "likes," 2 were "liked" by Sea Studios and other Facebook visitors and 1 was "liked" only by other Facebook visitors. Only one post received 8 "likes" – it was "liked" by Sea Studios and other Facebook visitors. Of the posts that received ten or more "likes," 3 were "liked" by Sea Studios and other Facebook visitors and 8 were "liked" only by other Facebook visitors.

Percentage of Posts by Facebook Visitors that Received "Likes" from Sea Studios and Other Facebook Visitors (n=415)



Breakdown of Posts by Facebook Visitors that Received "Likes" from Sea Studios and Other Facebook Visitors (Fans) (n=265)

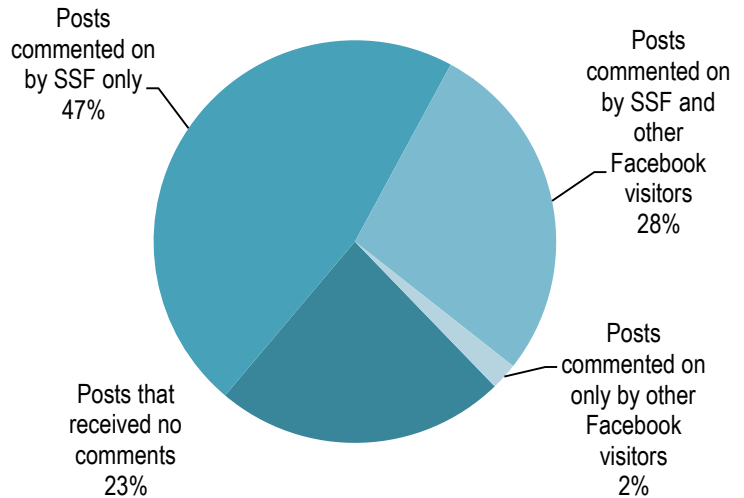


Extent to which Facebook visitors' posts were commented on by other visitors and Sea Studios

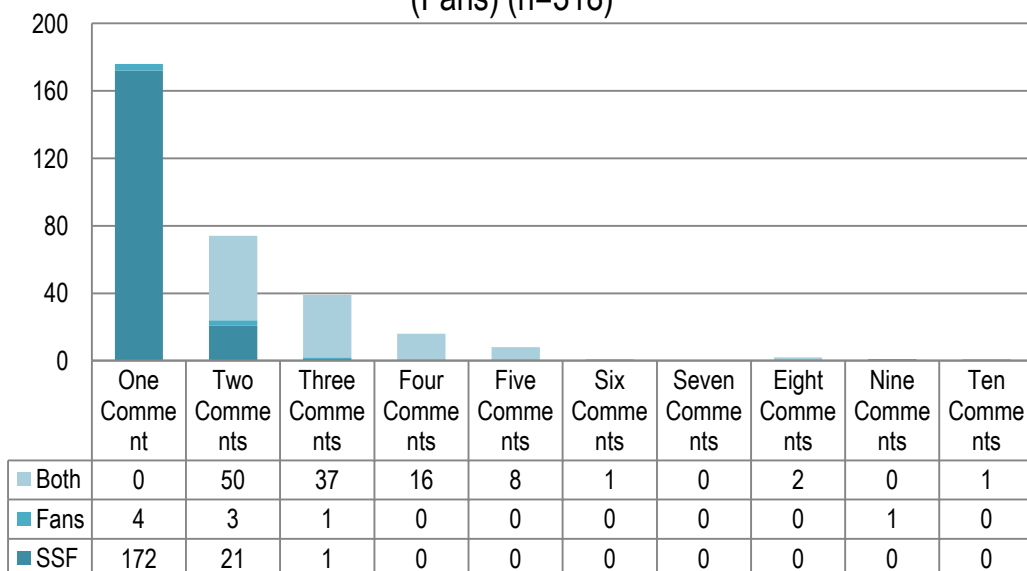
As shown in the chart to the right, of the 415 visitor posts placed on the Facebook site between August 2011 and May 2013, nearly one-half (47%) received comments only by Sea Studios, while over one-quarter (28%) received comments by both Sea Studios and other Facebook visitors. Not quite one-quarter (23%) of the posts received no comments, while a small group (2%) received comments only by other Facebook visitors.

As shown in the bar graph below, almost all the posts that received one comment were provided by Sea Studios compared to other Facebook visitors (172 vs. 4). Of the posts that received two comments, more were again provided by Sea Studios than other Facebook visitors (21 vs. 3) although 50 posts received comments by both. Of the posts that received three comments, 1 each was commented on only by Sea Studios and visitors, and 37 were commented on by Sea Studios and visitors. Both Sea Studios and the film's Facebook visitors commented on the posts that received four comments (16 posts), five comments (8 posts), six comments (1 post), and eight comments (2 posts). None of the visitor posts received seven comments. One visitor post received nine comments; all of which were by Facebook visitors. Finally, one post received 10 comments (the most comments of any of the visitor Facebook posts); this post was commented on by both Sea Studios and visitors.

Percentage of Posts by Facebook Visitors that Received Comments from Sea Studios and Other Facebook Visitors (n=415)



Breakdown of Posts by Facebook Visitors that Received Comments from Sea Studios and Other Facebook Visitors (Fans) (n=318)



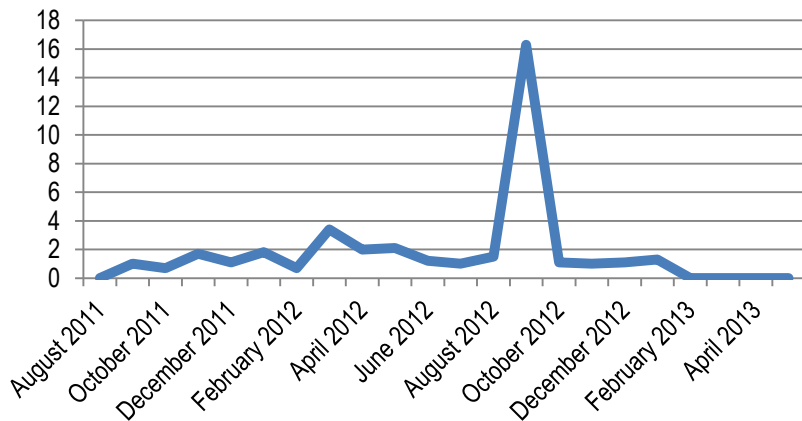
Average "Likes" per post, per month

As shown in the graph below, the number of "likes" received by posts authored by Facebook visitors ranged widely between August 2011 and May 2013, from a low of 0 to a high of 648 "likes" per post.

During 2011, there were 0 "likes" per post, on average, in August and 1 "like" per post, on average, in September and October. November averaged 2 "likes" per post, and December averaged 1 "like" per post. In 2012, January averaged 2 "likes" per post, and February averaged 1 "like" per post. Average "likes" per post varied dramatically over the next few months – 3 in March, 2 in April, 2 in May, 1 in June, 1 in July, and 2 in August. September saw a spike up to an average of 16 "likes" per post, mainly because of a very popular post by the Georgia Aquarium about Sea Otter Awareness Week and a screening of

Otter 501 (among other activities mentioned in the post) that was hyperlinked to the *Otter 501* Facebook page and received 648 "likes." Average "likes" per month decreased in the following months, with 1 in October, 1 in November, and 1 in December. In 2013, there was 1 average "like" in January, and 0 in March, April, and May.

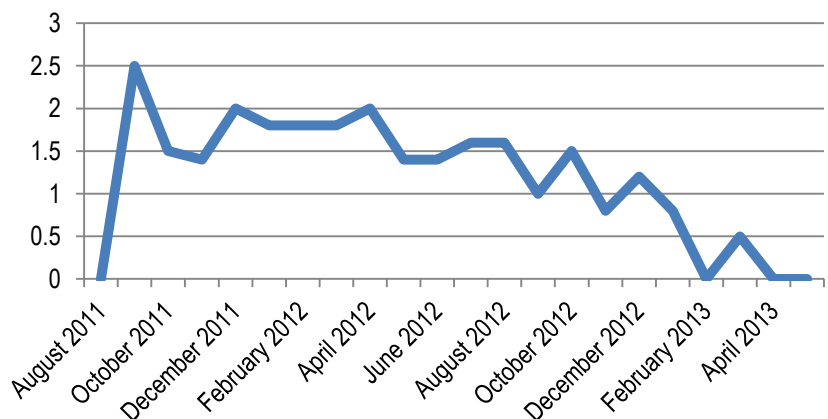
Facebook Visitor Posts:
Average "Likes" Per Post, Per Month



Average comments per post, per month

As shown in the graph to the right, comments per post ranged from a low of 0 to a high of 10 between August 2011 and May 2013. The average number of comments per month on posts authored by Facebook visitors peaked early in the project and diminished over time. After starting out with 0 average comments per month in August 2011, average comments per month in September peaked at about 2.5, the highest average over the course of the project. Generally speaking, average comments per month diminished in the months that followed: 2 in October, 1 in November, and 2 in December.

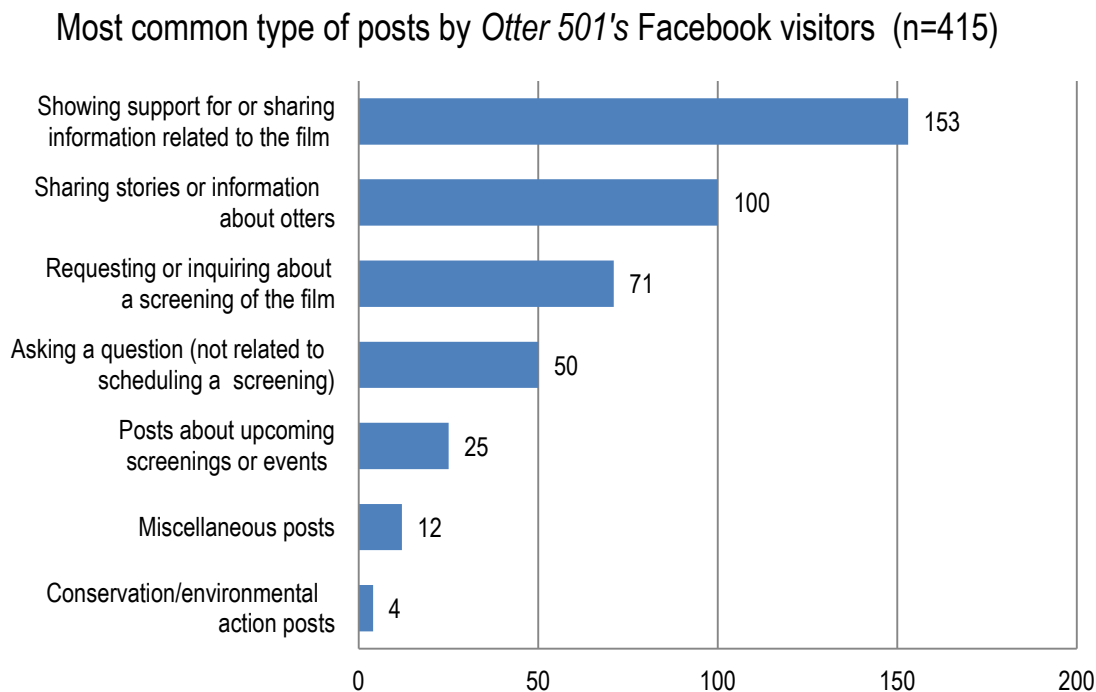
Facebook Visitor Posts:
Average Number of Comments
Per Post, Per Month



In 2012, the average comments continued to be 2 per month from January through April, and then dropped to 1 in May and June, 2 in July and August, and 1 per month from September through to December. In 2013, the average comments continued at 1 January, then dropped to 0 in February, 1 in March, and 0 in April and May.

2.8 What were the most common types of posts entered by visitors?

The 415 posts by visitors to *Otter 501*'s Facebook page between August 2011 and May 2013 can be categorized into one of the seven categories shown in the chart below.



Visitors primarily used the film's Facebook page to show support for the film (37% of all visitor posts)⁹ and to author posts about otters (24%). Together, these two categories made up more than 60% of visitor Facebook

⁹ The findings from an evaluation of the *Otter 501* film conducted in 2012-2013 provide further context for this section. Post-viewing surveys collected from 211 viewers who saw the film on their own accord at one of 56 of the 90 venues where the film was released or screened revealed these viewers were active Facebook users. About half (49%) said they visit Facebook daily, and more than one-quarter (28%) reported visiting Facebook at least once or twice weekly. Relatively few viewers reported they visited less than once a week (7%) or never (17%).

Viewers were also asked if, before seeing the film, they had visited the *Otter 501* home page or Facebook page, viewed any otter videos on YouTube, followed *Otter 501* on Tumblr or Twitter, or engaged in any other social media related to the film. The evaluation found that a significantly higher percentage of theater viewers (45%) than screening viewers (25%) said they went to the *Otter 501* Facebook page prior to seeing the film. A higher percentage of theater viewers (40%) than screening viewers (30%) also went to the homepage, although this difference wasn't statistically significant. Similarly, a higher percentage of theater viewers (31%) than screening viewers (22%) viewed YouTube videos related to *Otter 501*, although this difference wasn't statistically significant. Only a small percentage of viewers in both groups followed the film through Twitter (3% of total group) or Tumblr (.5% of total group).

Viewers were also asked about their likelihood of visiting the *Otter 501* Facebook page after seeing the film. Viewers in both groups generally indicated they were *extremely likely* to visit the *Otter 501* Facebook page, with 35% of the viewers reporting they had already done so. Similarly, viewers in both groups also indicated they were *extremely likely* to visit the *Otter 501* home page with 33% of the viewers indicating they had already done so. Even with the high Facebook ratings, overall the youngest viewers of the film (16-29 year olds) tended to indicate they were more likely to visit the *Otter 501* Facebook page than were the oldest viewers (65 years and older). In this regard, note that as summarized on page 5 under Part 1, most of the 8,534 "likes" on the Facebook page were by individuals aged 25-34 (24%), 35-44 (22%), 18-24 (18%), and 45-54 (18%). A small number of "likes" were made by individuals 13-17 (6%) and 65 and older (4%).

For additional information about the film evaluation please contact info@knightwilliams.com

posts. Visitors also used the Facebook page to request or inquire about a screening of the film (17%), ask a question other than an inquiry about screenings (12%), help promote upcoming screening or events (6%), or comment on the topic of conservation and environmental action (1%). Miscellaneous posts made up the rest of the posts (3% of all posts).

Category themes and sample posts

Pages 42-47 provide information about each of the seven themes listed above and screenshots of sample posts from the *Otter 501* Facebook page relating to each theme.












Category 1. Posts showing support for or sharing information related to the film

Posts in this category include praise for the film (as in Posts A-C) and comments that shared information about the film with Sea Studios and other Facebook visitors (as in Post D), which features a visitor telling Sea Studios that a clip from *Otter 501* was currently featured on a popular blog. In response, Katie, the primary Facebook manager of the project, made an effort to ask questions and engage Facebook visitors (as in Post B), share additional resources (as in Post A), and otherwise respond with comments appropriate to the original post (as in Posts C and D).

Category 1 Themes: Posts showing support for sharing information related to the film	
<p style="text-align: center;">Post A</p>  <p>Kate Kaye I finally watched 501 last night. Loved it. Like · Comment · June 28, 2012 at 1:41pm</p> <p>Otter 501 Thanks, Kate! So glad you liked it. Here's a photo update on 501 since she was released: http://www.facebook.com/media/set/?set=a.320485434705221.79427.146483308772102</p>  <p>Otter 501 - A Photo Album of Her Life This album, released on her one year anniversary back in the wild, shows Otter 5... See More By: Otter 501 Photos: 29</p> <p>June 28, 2012 at 5:20pm · Like · 1</p>	<p style="text-align: center;">Post B</p>  <p>Gary Miller we saw Otter 501 last night here in Homer, Homer Alaska at islands and oceans center, what a great film. Thanks... Like · Comment · September 30, 2012 at 3:36pm near Homer, AK</p> <p>Otter 501 likes this.</p> <p>Otter 501 Thank you! What did you like best about it? October 2, 2012 at 7:01pm · Like</p> <p>Gary Miller the cute otters. October 11, 2012 at 3:24pm · Like</p>
<p style="text-align: center;">Post C</p>  <p>Elsa Weber I can't tell you how refreshing it was for me to see a movie of a woman falling more deeply in love with our beautiful world! A true love story! Thank you for growing and evolving and taking a stand!!! Like · Comment · May 13, 2012 at 11:29am</p> <p>Priscilla Borquez likes this.</p> <p>Otter 501 Thanks so much, Elsa! That was very important to us - showing that young women can be scientists and that it is a process that you can start anywhere! These animals and wild places are very important to me and I'm so lucky to have this opportunity to share that passion. Share the film and help us inspire more young people! - Katie May 16, 2012 at 8:05pm · Like · 1</p>	<p style="text-align: center;">Post D</p>  <p>Erin Olson You guys are on Jezebel! http://jezebel.com/5920098/tiny-otter-has-a-very-adorable-strategy-for-beating-the-heat</p>  <p>Tiny Otter Has a Very Adorable Strategy for Beating the Heat jezebel.com Oh, no big deal, it's just a baby otter covering his eyes as he swims around. We have actually seen this little otter before, and it turns out he's the star of his own movie, <i>Otter 501</i>, about how he was rescued after he got cons...</p> <p>Like · Comment · Share · June 21, 2012 at 11:29am</p> <p>Otter 501 likes this.</p> <p>Otter 501 Thanks, Erin! We're stoked. This little guy belongs on the cover of GQ, too, with moves like that. June 21, 2012 at 1:24pm · Like</p>

Category 2: Posts sharing stories or information about otters

Posts in this category included shared articles about otters (Post A), personal stories about otters (Post B), and photos of otters (Post C). In response to Facebook visitor posts about otters, Katie answered questions or provided additional information (Post A), asked questions (Post B), promoted other aspects of the project (Post C), and thanked visitors for their posts or replies (Posts A -C).

Category 2 Themes: Posts sharing stories or information about otters	
<p style="text-align: center;">Post A</p>  <p>Hannah Smith Walker Every otter counts. Keep up the great work with Otter 501!</p>  <p>Sea Otters' Failure to Thrive Confounds Researchers www.nytimes.com Researchers in Big Sur-Monterey are trying</p> <p>Like · Comment · Share · February 28, 2012 at 8:05am</p> <p>👍 Otter 501 likes this.</p>  <p>Otter 501 Thanks for sharing, Hannah! It is a great piece. Many of the otters reared in the surrogate program at the Monterey Bay Aquarium (just like Otter 501) have gone on to raise wild pups of their own - the ultimate success! February 28, 2012 at 1:41pm · Like</p>	<p style="text-align: center;">Post B</p>  <p>Sara Rubin I have seen no fewer than three otters dining in the past couple of days, expertly cracking shells on rocks on their bellies. Maybe I've seen it before, but I thank 501 and Toola and Katie Abalone for teaching me what to look for. You've improved my otter spotting skills!</p> <p>Like · Comment · June 14, 2012 at 12:34am near Monterey, CA</p> <p>👍 3 people like this.</p>  <p>Otter 501 Thanks, Sara! When have you seen them? We've been noticing that they're especially frisky at dusk, when there's still a trace of sunlight and the water turns that lovely shade of steely blue... June 14, 2012 at 11:58am · Like</p>  <p>Sara Rubin It's been a range, from mid-day to dusk. But I agree, they're somersaulting like crazy come sunset! June 15, 2012 at 7:16pm · Like · 1</p>  <p>Otter 501 Preparing for the last meal of the day. But did you know that sea otters hunt at night, too? Kind of amazing, when you consider that they are diving 40+ feet down in pitch dark and STILL finding choice morsels. June 15, 2012 at 8:20pm · Like</p>
<p>Post C</p>  <p>Elias Crowder "Hello!"</p>  <p>Like · Comment · Share · August 14, 2012 at 1:23pm</p> <p>👍 2 people like this.</p>  <p>Otter 501 Aw, cute! What a face. August 14, 2012 at 1:36pm · Like</p>  <p>Emily Crowder Great pic Elias! August 14, 2012 at 1:54pm · Like</p>  <p>Otter 501 Thanks for submitting. You can vote for and share this photo here: http://www.facebook.com/media/set/?set=a.338853439535087.85321.146483308772102</p>  <p>Fan Photos Congratulations to Vlado Odzak, our fan photo contest winner! We recieved dozens... See More By: Otter 501 Photos: 40</p> <p>August 24, 2012 at 6:34pm · Like</p>	

Category 3: Posts requesting or inquiring about a screening of the film

Facebook visitors often used the website to inquire about whether or not Sea Studios could or would schedule a screening in their town (Posts A and B). Also included in this category were posts that were entries into the “win a free screening” contest promoted by Sea Studios in September 2012 (Post A).

Category 3 Themes: Posts requesting or inquiring about a screening of the film	
Post A	Post B
 <p>Otter Tail County Historical Society Otter Tail County Historical Society in Fergus Falls, Minnesota would love to host a screening of Otter 501. Please enter us in your free screening contest! Like · Comment · September 12, 2012 at 10:32am</p> <p>👍 Otter 501 likes this.</p> <p> Otter 501 Thanks Otter Tail County Historical Society! Will do. We will keep you posted about the drawing here on Facebook. September 12, 2012 at 2:06pm · Like</p> <p> Otter 501 PS: Do you mind if we share this photo and mention your organization in a post to help promote this drawing? We are hoping to get 20 or so organizations to enter the drawing before we pull the winner out of a hat. This will help us promote the drawing and do it sooner! http://www.facebook.com/photo.php?fbid=77565571847&set=pb.77565246847.-220752</p> <p> Profile Pictures By: Otter Tail County Historical Society</p> <p>September 12, 2012 at 2:22pm · Like · 👍 1</p> <p> LeAnn Neuleib We're flattered. You have our permission to use this graphic in your promotion. I'll send you a better version in a few minutes. September 12, 2012 at 4:27pm · Like · 👍 1</p>	 <p> Mikaila Lee Emmack we need to get this in Omaha. Film Streams :!!!! Like · Comment · July 13, 2012 at 10:41pm</p> <p>👍 Otter 501 likes this.</p> <p> Otter 501 Check it out Mikaila! You can show it in Omaha! http://otter501.com/book-a-screening/</p> <p> Otter 501 otter501.com "Far and away the most compelling film of the genre that I have seen...Sea Studio... See More</p> <p>July 19, 2012 at 6:47pm · Like · 👍 1</p>

Category 4: Asking a Question (other than questions about scheduling a screening)

Posts in this category included questions, other than those about scheduling a screening (which are accounted for in category 3). In these cases, Facebook visitors asked questions about Otter 501 (Post A) and otters and otter care (Posts B and D). Visitor also asked questions about DVD viewing opportunities and other aspects of the film (Post B).

Category 4 Themes: Asking a question (other than questions about scheduling a screening)	
<p style="text-align: center;">Post A</p>  <p>Sheri Mann Griffing My husband & I were wondering how 501 is doing. Like · Comment · January 2 at 3:38am near Dallas, TX</p> <p> Otter 501 likes this.</p> <p> Otter 501 I'm working on an update for you! January 7 at 6:42pm · Like · ♥ 1</p>	<p style="text-align: center;">Post B</p>  <p>Shirley Gutierrez Oh smart folk who manage this page, I have a question. I'll be kayaking in Elkhorn Slough the weekend of the screening, the first kayak I've ever done. I know getting too close to the otters is a concern. Will the kayak rental people give me some idea of how to keep a safe distance? And if not, can you tell me what I'm likely to find in terms of otter behavior in relation to my boat? Will they be trying stay away, or will I need to avoid them? And what's a good way to judge the distance I'm keeping? Boat lengths? Otter head size in relation to my thumb when my arm is extended? I don't want violate any wildlife laws, and I certainly don't want to hurt these little critters!</p> <p>Like · Comment · October 20, 2011 at 6:06pm</p> <p> Christine Bosco Mallia likes this.</p> <p> Otter 501 Great question Shirley! The short answer: "Do not approach too near to wildlife: If an animal changes its behavior because of your approach, you are too near." There is great information on this web page if you'd like to know more: http://www.elkhornslough.org/kayaking/low-impact.htm Thank you so much for being a wildlife-friendly paddler! Enjoy the otters and let us know how it goes! October 20, 2011 at 9:25pm · Like</p> <p> Shirley Gutierrez Hey, kayaking in Elkhorn Slough was AWESOME, literally one of the happiest days of my life. We went up to Kirby Park and back, saw a few otters in the slough, and got a pretty good look (through binoculars!) of what I think was the Boys Club on the ret... See More October 30, 2011 at 8:08pm · Like</p>
<p style="text-align: center;">Post C</p>  <p>Kara Prachnau Is it possible to purchase the film on DVD, through the aquarium, or anywhere else? Like · Comment · November 3, 2012 at 1:52am</p> <p> Otter 501 You can purchase the DVD right from our website at http://otter501.com/buy-the-dvd-now/. November 5, 2012 at 4:27pm · Like</p> <p> Kara Prachnau Oh YAY! Thank you so much! I was in Monterey a few weeks ago and I just love those otters and the work that the Aquarium does. 501 is such a Sweetheart! November 5, 2012 at 6:30pm · Like</p>	
<p style="text-align: center;">Post D</p>  <p>Alyssa Chow Hi Katie</p> <p>I heard through another video that aquariums will get funding the more people watch their youtube videos. Is this true? Should we all be rushing over to youtube and 'like' all your/montereybayaquarium videos?</p> <p>Thanks!</p> <p>Like · Comment · October 24, 2012 at 8:20pm</p> <p> Otter 501 Unfortunately, that isn't the case. You can, however, help the Monterey Bay Aquarium and their efforts to rescue sea otters by making a donation at: http://www.montereybayaquarium.org/cr/otter501/. Thank you for your support! October 26, 2012 at 2:00pm · Like</p>	

In each case someone from Sea Studios (usually Katie) provided answers to this spectrum of questions, which helped make the Facebook page a place where visitors could interact with Katie, follow up on Otter 501 (the

otter), and find about more out the subjects covered in the film. In the examples provide above, Sea Studios responded to visitors' questions within 1 to 5 days.

Category 5: Posts about upcoming screenings or events

Organizations and Facebook visitors authored posts that promoted upcoming screenings of *Otter 501*, either by posting directly to the film's Facebook page (Post A) or tagging Otter 501 in a Facebook page on their own website (Post B, in which the text "Otter 501" is a blue hyperlink). This second approach also helped *Otter 501* reach potential new fans.

Category 5 Themes: Posts about upcoming screenings or events

Post A



A Facebook post by Gretta Pecl. The profile picture shows a woman. The text reads: "Ruby very excited about hosting Australia's first Otter 501 screening TODAY at Mt Carmel College in Hobart, Tasmania." Below the text is a photo of a young girl with blonde hair, wearing a light blue school uniform, smiling and holding a white and black stuffed otter. The background of the photo shows a bulletin board with various papers and photos. Below the photo are the interaction options: "Like · Comment · Share · October 2, 2012 at 8:21pm near South Hobart, Tasmania" and a notification that says "Otter 501 likes this."

Post B



A Facebook post by Georgia Aquarium. The profile picture shows a seal. The text reads: "OTTERly adorable! There are only a few days left in Sea Otter Awareness Week! Congratulations Emily Cowart, Staci Stafford and Alex Damiano, day 3 seaotters.com #OtterFact winners! Learn how you can help conserve sea otters, attend the Otter 501 film Saturday, 9/29 and join us for story time at the rotunda to hear "Good Night, Little Sea Otter," by Janet Halfmann! <http://bit.ly/U4DqAu>" Below the text is a vertical promotional image for the film "Otter 501". The image features a close-up of a sea otter's face with the text "YOU THINK IM CUTE?" at the top and "AWW, GET OTTER HERE" at the bottom. Below the image are the interaction options: "View Post · September 27, 2012 at 11:27am", "648 people like this.", "248 shares", "View 9 more comments", and a comment from "Amy Rule Hannah J Rule" dated "October 2, 2012 at 7:28pm · Like".

Category 6. Miscellaneous Posts

This category contained posts that didn't fit into the other main categories, such as posts about life in Monterey, CA (Post A), posts about holidays, and posts that may have been spam but were left on the page for unknown reasons (see Post B for examples of these last two categories). Sea Studios/Katie responded with a "like" or comment when appropriate, but tended not to engage the authors of these miscellaneous posts as much as the authors of posts in all of the other categories.

Category 6 Themes: Miscellaneous posts

Post A



Rebecca R Watson

Anyone from the studio representing at TEDx Monterey on Fri?

Like · Comment · April 10, 2012 at 3:40pm



Otter 501 We weren't planning on it. Anything happening we should know about??
April 10, 2012 at 4:43pm · Like



Rebecca R Watson It just seemed like the kind of ocean-involved theme that would be right up Otter 501's alley, since it involves ALL things ocean, i.e., encompassing science and arts. Take a look at the program: <http://www.tedxmonterey.org/program/> and maybe someone can attend at the last minute (you have to apply). If not, it is being streamed I believe.



Program — TEDxMonterey 2012
www.tedxmonterey.org

9:00am Check-In with Tickets. Enjoy Morning Refreshments. Innovation Lounge Pr...

[See More](#)

April 10, 2012 at 5:06pm · Like



Otter 501 Thanks! We'll check it out.
April 10, 2012 at 6:46pm · Like

Post B



Adhe Whulan

hay!?

Like · Comment · December 27, 2012 at 10:07am



Meeling Miriam Wee

Qwi & I would like to wish you all a Merry Christmas & a Happy New Year!!!



Like · Comment · Share · December 25, 2012 at 2:33pm

3 people like this.



Adhe Whulan hay!

December 27, 2012 at 10:07am · Like

Category 7: Conservation/environmental action posts

Posts in this category were related to environmental action, both directly otter-related (Post A) and less directly otter-related (Post B).

Category 7 Themes: Conservation/enviornmental action posts	
Post A	Post B
<div data-bbox="181 506 246 590"> </div> <div data-bbox="251 506 406 533"> <p>Suzanne Osborne</p> </div> <div data-bbox="251 541 737 659"> <p>Help save the southern sea otter from severe devastation. There are only an estimated 2,700 southern sea otters alive, the permit would allow for over half of the population to be killed during testing.</p> </div> <div data-bbox="251 690 742 1173"> <p>This is what is proposed. A 240-foot ship will tow powerful air cannons along a 50-mile stretch of the Central Coast, shooting deafening underwater explosions (upward of 250 decibels) every 13 seconds for 42 straight days. This action will be catastrophic to local marine life, especially marine mammals, which rely on their sensitive auditory capabilities for communication and navigation. The takings permit for the project - the estimated amount of wildlife that could be killed - includes 15 blue whales, 13 humpback whales, 1,652 bottlenose dolphins, 1,062 California sea lions and 1,485 southern sea otters There is also the possibility of death or injury to thousands of other marine mammals, and untold scores of fish and birds. This potential loss of wildlife is even more staggering considering it will impact areas specially designated to protect marine life.</p> </div> <div data-bbox="256 1192 440 1451"> </div> <div data-bbox="448 1205 686 1316"> <p>Urge Commission to Reject Seismic Testing on the Central Coast. action.surfrider.org</p> </div> <div data-bbox="448 1329 721 1434"> <p>In the fall/winter of 2012 (during the migration season of the gray whale), Pacific Gas and Electric (PG&E) is planning to conduct</p> </div> <div data-bbox="251 1465 716 1526"> <p>Like · Comment · Share · September 25, 2012 at 12:41pm near San Diego, CA</p> </div> <div data-bbox="256 1535 509 1566"> <p> Katherine Cleland likes this.</p> </div> <div data-bbox="256 1579 371 1608"> <p> 17 shares</p> </div>	<div data-bbox="812 506 876 590"> </div> <div data-bbox="881 506 1019 533"> <p>Laura Zermeno</p> </div> <div data-bbox="881 541 1390 623"> <p>This is Maddie, 8 months old Cleaning up at the American River that was the first bottle she picked up out of the river. the next step for her is the ocean.</p> </div> <div data-bbox="886 640 1263 1251"> </div> <div data-bbox="881 1262 1347 1289"> <p>Like · Comment · Share · September 1, 2012 at 1:46am</p> </div> <div data-bbox="886 1304 1110 1331"> <p> Vlado Odzak likes this.</p> </div>

Summary of findings

The *Otter 501* Facebook page was actively maintained by Sea Studios Foundation from August 2011 until May 2013. Sea Studios employee (and the human star of *Otter 501*) Katie Pofahl managed the page from August 2011 until the end of January 2013, at which point the film's executive producer, Mark Shelley, took the reins until the end of the project in May 2013 .

Over the course of the project the page accumulated 8,534 Facebook "likes," most of which came from females within the U.S between the ages of 18-54. The page's growth was relatively slow from its launch in August 2011 but picked up momentum in the spring of 2012. Sea Studios purchased Facebook advertising between March-May 2012, which increased the page's presence and helped attract potential audiences to both the film and the Facebook page. Around the same time, promotion of the film's May theatrical release also contributed to an increased activity on the page. April-June saw peaks in user activity on the Facebook page as well as peaks in the frequency of Sea Studios' posts and the frequency of posts by Facebook visitors.

July through December 2012 was a period of fluctuating decline in user activity. In general, the frequency of posts by Sea Studios and Facebook visitors also declined during this period (though there were a few periods of increased activity, most notably Sea Otter Awareness Week in September and the month-long *Otter 501* Kickstarter crowdfunding campaign in September and October). Activity on the page increased slightly in January 2013, Katie's last month on the project. During this time the page received more than 500 new "likes", perhaps because Katie spent much of January hosting post-screening Skype and in-person Q&As after screenings funded by *Otter 501*'s Kickstarter campaign. Katie also posted more frequently than she had in December 2012.

Katie (as the primary manager of the page) kept her tone friendly and casual in her posts and comments, in keeping with her character in the film. She did this in many ways – by asking questions, sharing holiday greetings, and occasionally signing her name, among other successful strategies. Almost all of Sea Studios' posts on the Facebook page received "likes" or comments from other users, and around half of Sea Studios' posts were shared by Facebook visitors.

More than a quarter of Sea Studios' posts were about otters – the animal *Otter 501*, otter care at aquariums and institutions, or otter behavior, biology, and history. Nearly half of these otter-related posts came from outside sources, indicating that Sea Studios was actively trying to make the page an otter hub, full of otter information, pictures, and videos – a wise strategy for drawing attention to otter conservation, particularly as research indicates that animal-related issues are social media's most popular causes.¹⁰ Smaller percentages of posts (in descending frequency) were about screenings, educational resources, opportunities to take action, science and natural history, the film, fan responses, and Monterey Bay. Additionally, a tenth of all posts posed questions to encourage interaction between Katie and the film's fans.

Unlike posts by Sea Studios, which saw an increase in audience engagement in January 2013, posts by Facebook visitors continued to decline between January-May 2013. Though less popular in terms of "likes" and comments, these posts provided another way for Sea Studios to interact with Facebook visitors, and for visitors to interact with one another. The most common visitor posts were about the film, followed in frequency by posts about otters, posts requesting screenings, posts asking questions that *weren't* about screenings, posts promoting upcoming screenings, miscellaneous posts, and conservation posts.

¹⁰ <http://theweek.com/article/index/247393/on-the-internet-people-care-twice-as-much-about-animals-as-they-do-humans>

The project ended on a high note when Mark Shelley posted about the birth of Otter 501's pup in April 2013. This announcement post was seen by more than 20,000 people and received significantly more "likes", shares, and comments than any other post on the page.

Discussion

Over the course of the *Otter 501* project, Sea Studios Foundation leveraged the film's social media campaign (particularly Facebook) to engage a large and diverse audience. Facebook was selected as the campaign's primary social media site (both online and in the film) for two main reasons. In addition to being well-integrated with other social media networks like Twitter, Pinterest, and YouTube, it is also an effective tool for organizations that are hoping to encourage audience collaboration and empowerment¹¹, two key aspects of *Otter 501*'s online engagement strategy.

Though Sea Studios used *Otter 501*'s Facebook page to share posts about the project itself (that is, posts about the film, upcoming screenings/events, and related educational resources), the largest category of posts related to otters in general – the animal Otter 501, otter care and research, and otter behavior, biology, and history. Recent research indicates that social media (particularly Facebook) is increasingly the primary way audiences discover causes, and that animal issues are social media's most popular causes.¹² By keeping *Otter 501*'s posts friendly and lighthearted, Sea Studios was able to harness the public's desire for adorable otter content and create a platform for informal science education.

Sea Studios is not the first or last organization to use Facebook to create an informal educational environment. In "The Use of Social Networks as a Tool to Increase Interest in Science and Science Literacy: A Case Study of 'Creative Minds' Facebook Page," researchers examined the efficacy of a Facebook page that helped popularize science in Palestine, noting that social media has the capacity to create a virtual, informal, environment that promotes science literacy.¹³ According to the authors:

*"The emergence of web 2.0, has changed the way people learn and communicate as they emphasize sharing, participation and collaboration...people can easily access, reuse or comment on content that is authored by others. This has replaced traditional teaching by an evolving learning model which takes advantage of sharing user created content through collaborative, non-formal learning environments allowing people to learn anytime and anywhere."*¹⁴

The overarching goals of the Creative Minds project and *Otter 501* were similar - to use Facebook to create comfortable, personal educational experiences that would encourage active learning and higher retention. In order for this goal to be achieved, *Otter 501* and Creative Minds administrators first had to gain the trust of their audience. Creative Minds users told researchers that they followed the page in part because they found the resources reliable and up-to-date.¹⁵ Accuracy was similarly important to *Otter 501*'s Facebook administrators, both when creating original content and when sharing content from other sources.

¹¹ <http://ncdd.org/rc/wp-content/uploads/Online-Community-Engagement-Spectrum-2.pdf>

¹² <http://theweek.com/article/index/247393/on-the-internet-people-care-twice-as-much-about-animals-as-they-do-humans>

¹³ http://conference.pixel-online.net/npse2013/common/download/Paper_pdf/043-SPI08-FP-Battrawi-NPSE2013.pdf Pg.1

¹⁴ *Ibid.*

¹⁵ *Ibid.* Pg.4

As Sea Studios found, establishing trust was just the first part of the relationship-building process – of equal or greater importance was the content itself, the quality of which was constantly and publicly under evaluation. As noted by Nonprofit Tech for Good: A Social & Mobile Media Blog for Nonprofits:

“The brutal truth is that if your nonprofit posts boring content that does not inspire activity on social networks i.e., likes, shares, retweets, repins, and +1s, then your communities will grow very slowly. If you post too often or at the wrong times, then you’ll likely lose as many followers as you gain and your social networks will stagnate. This is especially true for small to medium-sized nonprofits.”¹⁶

What is true for nonprofits also applies to films with a cause. Compared with competitive animal-focused feature films released around the same time as *Otter 501 – The Whale* (4,753 Facebook “likes” as of August 5, 2013) and Disney’s *Chimpanzee* (24,939 “likes” as of August 5, 2013) – it appears that *Otter 501* (with 9,242 “likes” as of August 5th, 2013) was a small to medium-sized cause, particularly after their marketing and theatrical push in March-May 2012. Thus, both the quality and timing of their posts were critical to the success of the page for all but the first few months of the project, when activity on the page was relatively low.

Sea Studios made a concerted effort to create content that would encourage comments, “likes”, and shares. They relied heavily on multimedia content, asked questions of their users, and kept the tone of the page friendly and approachable. By establishing relationships with and between users in these and other ways, Sea Studios then found that the door was open to intermittently asking things of their audience – for example, asking that fans support the film’s Kickstarter crowdfunding campaign, purchase a home-use DVD, coordinate a screening in their town, or volunteer with a related conservation campaign. As this last “ask” indicates, Sea Studios attempted to expand their campaign beyond the film itself, connecting both the project and their audience to the larger issues at hand.

In an article written for the Nonprofit Technology Network, Alec Stern, the Vice President of Strategic Market Development for Constant Contact, elaborates on the importance of using engaging content to building relationships with users. “Great content and experiences,” he writes, “make people feel connected to an organization, and when these connections happen on places like Facebook, Twitter, and LinkedIn, one-to-one conversations turn into socially visible endorsements for an association or nonprofit.” On the *Otter 501* Facebook page, this public, interactive relationship was taken to a new level of engagement.

Though the administrators of the Facebook pages for *The Whale* and *Chimpanzee* (among other, similarly-themed films) employed many of the same tactics used by Sea Studios (posting photos and videos, asking questions, providing behind the scenes information, etc.), *Otter 501* stands apart as a virtual space where people could interact directly with the film’s star – in this case Sea Studios employee and real-life biologist Katie Pofahl. Katie was the primary manager of the film’s Facebook page and stayed in character when posting on this Facebook page. This helped her engage users on a personal level, in the hopes of deepening their learning experience.

Posts on the *Otter 501* page also appear to have been more frequent than posts on *The Whale* and *Chimpanzee*, and more often about the general topic at hand (otters, science, and conservation) than the film and its associated screenings, awards, etc. *Chimpanzee*’s was more varied than the content on *The Whale*’s Facebook page, though not as varied as *Otter 501*’s content. A brief examination of these three films indicates that different strategies are required for different kinds of projects, and that nonprofit Facebook administrators must be

¹⁶ <http://www.nptechforgood.com/2013/06/13/the-math-and-science-of-social-and-mobile-media-a-spreadsheet-to-track-your-fundraising-success/>

reflective and responsive – every project has a different marketing budget and every cause requires a specialized social media strategy. By using the tools at their disposal, like the star of the film and the Facebook community’s apparent desire for all things otters, Sea Studios was able to create a Facebook page for *Otter 501* that informed, entertained, and engaged.

Recommendations

Sea Studios Foundation successfully used the *Otter 501* Facebook page to draw attention to the film, otter conservation, and science and environmental education in general. Like many social media campaigns, the film’s Facebook campaign required strategic marketing changes on an as needed basis. With that being said, the independent evaluation team has identified four aspects of *Otter 501*’s social media campaign that might have been improved.

- In general, many of Sea Studios’ least popular posts (in terms of comments, shares, and “likes” by visitors to the site) were related to the promotion of events, particularly events that took place outside of California. Most of these posts shared Facebook events that had been created by Sea Studios on the *Otter 501* page. Additionally, more than 60% of all Facebook events had fewer than 10 “guests” (that is, Facebook users who publically indicated that they planned to attend the event). See below for examples of three Facebook events.



Sea Studios coordinated *Otter 501* events all over the country, many of which were promoted on the film’s Facebook page (particularly if they were open to the public). Given the wide geographic distribution of people who “liked” (and presumably visited) the film’s Facebook page, it is not surprising that posts about events (and the Facebook events themselves) were not as popular as some of Sea Studios’ less regionally-specific posts.

Even though they weren’t the most popular posts on the page, Sea Studios continued to use Facebook to share information about upcoming events and screenings. Though this was likely a wise choice (as it encouraged people to continue thinking about when and where they might see the film), it seems as though the Facebook events and posts about events might have been underutilized.

Although the evaluation team cannot recommend a “best approach,” posts about events might have been more popular if Sea Studios had linked them to additional sites (such as the *Otter 501* website or the

Facebook pages of particular theaters/venues) with greater frequency. An example of a relatively successful event post that *did* link to an outside website is below.



- The evaluation team also noticed that many of the same Facebook visitors were “liking” and commenting on Sea Studios’ posts, and authoring their own posts on the page. If budgetary constraints weren’t an issue, Sea Studios might have tried to encourage more varied user activity by placing additional ads on Facebook and/or in zoos and aquariums through Animals, Inc., a national network of 42-inch video screens located in high dwell traffic areas (cafeteria, gift shop, ride entrances, etc.) in zoos and aquariums around the U.S.
- Another way Sea Studios might have tried to encourage more varied user activity was by redesigning the *Otter 501* website prior to the film’s theatrical release. This website (www.otter501.com) was the top referring site to the film’s Facebook page, even though it was fairly minimal, it wasn’t updated as often as the Facebook page, and the link to the film’s Facebook page was located at the bottom of the homepage (requiring the user to scroll down as far as possible) and in the side bar of the site’s other pages. Though Sea Studios seems to have made the best possible use of the resources that were available, a redesign focused on reorganizing the site and making the Facebook icon more prominent might have pushed Facebook visitor numbers (and variety) even higher.
- Sea Studios released the *Otter 501* webStory late December 2012, during a low point in user activity on the Facebook page. Given that the beta and final versions of the webStory were promoted fairly heavily on the film’s Facebook page, it is likely that the webStory could have received even more attention if had been released closer to the film’s theatrical release in the spring/summer months of 2012 (and also, perhaps, not quite so close to the holidays).

Though Sea Studios’ small staff worked to get the webStory out as quickly as possible – and likely only had time to focus on the project once the film’s theatrical release had come to a close – it is possible that earlier marketing and management of these complementary aspects of the project could have drawn more attention to *Otter 501* and positively impacted the film’s informal science education campaign.